

Southern HARDWARE

MAY
1955

In this issue
Big-Volume Sales
of Power Tools
Pg. 31

Including the SOUTHERN FARM EQUIPMENT section


GASOLINE?

DIESEL FUEL?

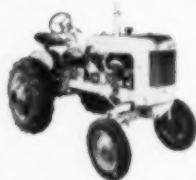
Which is your area's
lowest cost fuel?

LP GAS?

TRACTOR FUEL?

when you sell an  tractor...

your Farmer-Customer names the fuel that saves him most!



2-PLOW, 1 ROW
MODEL BG
—GASOLINE
—TRACTOR FUEL



2-PLOW MODEL BF
—GASOLINE
—TRACTOR FUEL



3-PLOW MODEL ZB
—GASOLINE
—LP GAS
—TRACTOR FUEL



4-PLOW MODEL UB
—GASOLINE —LP GAS
—DIESEL FUEL —TRACTOR FUEL



3-PLOW MODEL G
—DIESEL FUEL —GASOLINE
—LP GAS —TRACTOR FUEL

Which fuel in *your* area is lowest in cost? When you sell the Minneapolis-Moline tractor line, your Farmer-Customer figures his *own* fuel costs—then picks the MM tractor that saves *him* most! He starts to pocket this important cash saving the day he hitches up to his first job—he keeps *on* saving every workday thereafter.

WHY MM TRACTORS OF EVERY SIZE

OFFER SAVINGS THAT GROW THE YEAR AROUND

More work done per day . . . less money spent on fuel—that's the simple formula that nets extra savings for every MM tractor owner. Tractors like the 2-plow Model BF, the 3-plow Model ZB, or the 4-plow Model UB, give the farmer a choice of 3 front-end types: single wheel, dual wheels, or wide adjustable wheels—they'll work for him in *all* his crops. Heavier, huskier construction throughout, larger bearing areas, big-capacity fuel and oil filters, more efficient cooling—these advantages mean lasting low-cost performance. Advanced features like Uni-Matic hydraulic power with built-in safety valve for implement control . . . live power take-off . . . and powerful 12-volt electrical systems for all MM tractors 3-plow power or over, make MM tractors leaders in dollar-for-dollar value.

For customer savings that means extra sales and extra profits for you—show, demonstrate, and *sell* MM tractors. You'll *both* be money ahead!

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA

MURRAY



America's *Most Complete* line of Wheel Goods

All Shipped from Cleveland

MURRAY VELOCIPEDS

Seven models
in all popular
sizes and every
price range.



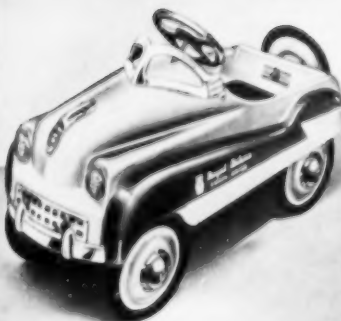
SUPERSONIC JET

This unique
space ship is now
available
in 2 models.



MURRAY AUTOS

Eight sparkling
models, both chain
and pedal drives.



MURRAY- GO-SOUND

The finer
baby walker with
a folding handle.



MURRAY BICYCLES—Five lines in the 26" size, three each in the 24" and 20" size, plus one in the 16" size.

Yes, only MURRAY produces wheel goods for every child from toddlers to teen-agers. MURRAY has specialized in the field for 33 years. All production is in Cleveland—this insures fast shipment of all items from our central location . . . Cash in on the extra opportunities for profit that only the MURRAY line offers.

THE MURRAY OHIO MFG. CO.
CLEVELAND 10, OHIO



GOOD HUMOR TRUCK
A sensational new item
that really sells.



COMMENDED
PARENTS
PLAN



"I still say, what's wrong with just plain Bethlehem Fence?"

Planning permanent fencing for your farm is a long-range project and deserves some real thought. There's no really cheap way to build a fence, so don't figure on using inferior materials. It takes just about as much labor to erect a cheap fence as likely to give re-

choring of corner posts and gates. They take most of the strain. Woven-wire fence is hard for durability, expensive.

Advertisements like this, appearing regularly in regional farm papers, are catching the attention of fence buyers.

ASK YOUR JOBBER...about Bethlehem Fence
 ...steel fence posts ... barbed wire ...
 nails and staples ... bolts and nuts
 ... bale ties ... baler wire ... clothes
 line and other Bethlehem products.



Sell Flat Wrenches **QUICK!**

With this Sales-Active New Merchandising Idea by

NONE BETTER

PLASTIC POUCH AND METAL WALL RACK

with 5 or 6 Piece Sets of DROP FORGED TUFF-TEST CARBON STEEL ENGINEER'S OR COMBINATION WRENCHES

COMPLETE KIT INCLUDES PLASTIC POUCH, METAL WALL RACK AND WRENCHES



ENGINEER'S WRENCH SETS WITH POUCH & WALL RACK

5 Pc. Sets: Heavy Duty — openings 3/8" to 7/8". Light Duty — openings 5/16" to 3/4". Polished or Unpolished Heads. Std. Pkg. 5.

6 Pc. Sets: Heavy Duty — openings 3/8" to 1". Light Duty — openings 5/16" to 7/8". Polished or Unpolished Heads. Std. Pkg. 5.

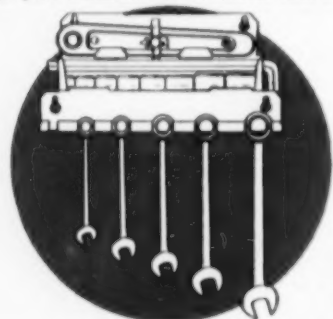
COMBINATION WRENCH SETS WITH POUCH & WALL RACK

5 Pc. Set: Openings 7/16" to 3/4". Polished Heads. Std. Pkg. 5.

6 Pc. Set: Openings 3/8" to 3/4". Polished Heads. Std. Pkg. 5.

Make Combination Sales —

Sell an 11 or 19 piece TUFF-TEST Socket Wrench Set every time you sell a Set of TUFF-TEST Flat Wrenches. Metal Rack hooks securely on front of Socket Wrench container, and both hang on wall as shown below. This **NONE BETTER** feature increases Tool Sales for you, helps your customer build a useful Tool Dept.



LOW COST—HIGH SALES ACTION!

Spur your Tool Sales with low-cost **NONE BETTER** Wrench Sets packaged this eye-catching new way. Handsome Plastic Pouch puts Tools on display for you, provides a durable, handy Kit for your customer. Red enamel Metal Rack hangs on workshop or garage wall, puts a complete Set of popular **NONE BETTER** Wrenches at his fingertips. Tools are forged carbon steel, hardened and tempered for long wear, brightly plated against rust and corrosion, precision broached and superbly balanced.

NONE BETTER Tools

**NONE BETTER DIVISION
THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.**

Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 124

May, 1955

No. 5

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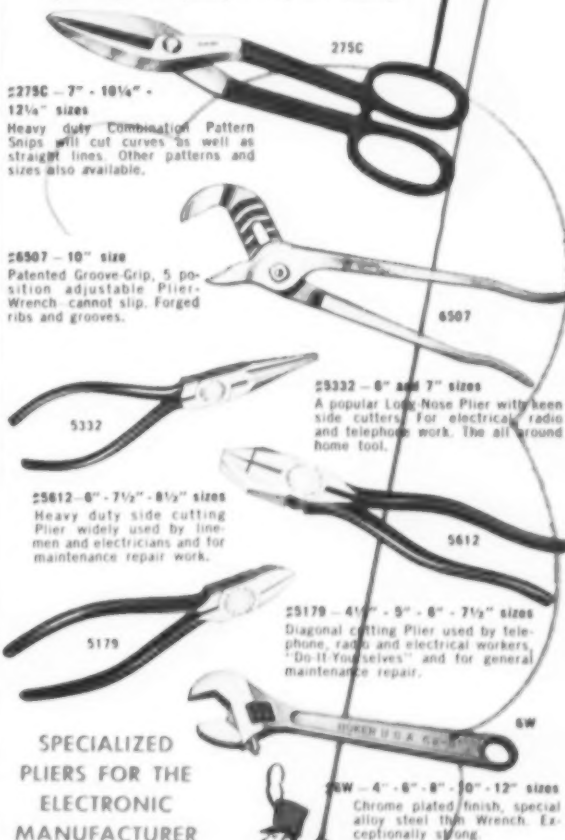
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GIVE A "BOKER" BOOST

to Your Tool Sales with
BOKER QUALITY TOOLS

BOKER tools are as finely made as BOKER cutlery. BOKER's trademark stamped on them is a guarantee of quality, workmanship and performance. BOKER tools are made of special analysis, chrome vanadium steel. They're load-tested, diamond-tested for hardness, and accurately machined from the time the steel is forged until final polishing. In short, they're the kind of tools your customers will go for. They look quality—They feel quality—They are quality!



**SPECIALIZED
PLIERS FOR THE
ELECTRONIC
MANUFACTURER**



H. BOKER & CO., INC.
Established 1837
101 Duane St.
New York 7, N.Y.

A
The Saturday Evening
POST
Recognized
Value

Red Tag's Merchandising Tips:



**Simple 1 min.
demonstration**

*Clinches
the Sale!*

**Your customers buy quickly when they
see and feel the better quality of . . .**



CYCLONE "Red Tag" SCREENING

How do you handle the customer who says he wants some screening or hardware cloth . . . and apparently has no brand preference? It takes just about sixty seconds to show him why he should buy Cyclone "Red Tag" Insect Wire Screening and/or Cyclone Hardware Cloth. It is simply a matter of unrolling a few feet of the product and pointing out its better quality and construction advantages. Let him see and feel the

difference for himself. Then tell him what the familiar USS Cyclone "Red Tag" label means . . . that it's a double insurance that the product is as fine as money can buy.

Yes, take that extra minute to sell your customer on the product he's buying. It will not only make for a better satisfied customer, but will add to your reputation as a merchant who really has his customers' interests at heart.

Point out these features of



CYCLONE INSECT WIRE SCREENING

The firm and evenly woven mesh of its straight parallel wires and its smooth, clean finish, keeps it looking attractive years longer. Its improved multiple selvage insures snug, flat fit . . . and a neater job. Available in *Galvanized, Bronze and Aluminum* . . . in standard 18 x 14 mesh . . . in 24, 26, 28, 30, 32, 34, 36, 42, and 48-inch widths.

—and these advantages of



CYCLONE HARDWARE CLOTH

This top quality woven cloth features a flat selvage that fits snugly under mouldings. It welds easily to steel. Wires are straight and even. Heavily galvanized for long life. Available in 2 x 2, 3 x 3, 4 x 4 and 8 x 8 mesh sizes. Also in 3/4" and 5/8" heavy grades . . . in 24, 30, 36 and 48-inch widths.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION
WAUKEGAN, ILLINOIS • SALES OFFICES COAST TO COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS CYCLONE "Red Tag" HARDWARE PRODUCTS

HARDWARE CLOTH
Welded Edge Woven Fabric

INSECT WIRE SCREENING
Galvanized Bronze-Aluminum

FLEXIBLE STEEL MATS
Clean Better—Last Longer

CATCH-ALL BASKETS
100 Separate Welds

LAWN FENCE GATES
Woven or Welded Fabric

USS
STEEL MARK

UNITED STATES STEEL



Tune In To
"THE LIFE OF RILEY"
STARRING WILLIAM BENDIX, NBC-TV

even "Riley" buys **UTICA TOOLS®** from the UTICA H-8 Tool Merchant



Yes and so will your customers. Because the new Utica® Tool Merchant is designed for customer appeal. Made of durable lacquered red metal, it will fit on standard perforated peg-board. And it stocks sixteen of Utica's fastest moving tools.

Market pre-tested in the field—the H-8 Tool Merchant has proved itself a winner and now it's ready to win sales for you.

RETAIL PRICE 16 TOOLS.....\$42.68
No Charge for Display
YOUR COST FOR 16 TOOLS.....\$28.46
YOUR PROFIT \$14.22

AND you'll keep refilling the "TOOL MERCHANT" for more and more profitable sales because these tools are intensively ADVERTISED TO YOUR CUSTOMERS.

Here's what you get

- | | |
|--------------|---------------------------|
| 2 ea. 91-8 | adjustable wrenches |
| 2 ea. 91-10 | adjustable wrenches |
| 2 ea. 40-7 | diagonal cutting pliers |
| 2 ea. 41-6 | diagonal cutting pliers |
| 2 ea. 7-6 | slip joint pliers |
| 2 ea. 50-8 | side cutting pliers |
| 2 ea. 507-10 | rib joint pliers |
| 2 ea. 654-6 | long nosed cutting pliers |

It pays to sell quality tools



and the world's best tools
are made in U.S.A.

THE HALLMARK OF QUALITY

**UTICA DROP FORGE AND TOOL
CORPORATION**

UTICA 4, NEW YORK

In Canada: ADLAM TOOL & SUPPLY CO., LTD., MONTREAL

SOUTHERN HARDWARE for MAY, 1955

Construction Boom, Durable Sales Spark High-Level Business Activity

THROUGHOUT THE nation people are spending more money than ever before. There's a rising demand for automobiles, furniture, appliances and other home furnishings. Employment is high and consumers are well-paid and confident. As a result the nation's economy, if not in the midst of a full-fledged boom, is at least experiencing a boomlet.

Government statistics show that the gain in retail sales spreads over many industries. In the first two months of 1955 people bought more goods than they have ever bought in the same period before. And early reports indicate no lessening of sales in March. Helping considerably is the stability of retail prices. There has been little change over the past several months, and many merchants feel that this has encouraged consumer buying.

Actually the nation's high level of business activity is being supported in large measure by sales of automobiles and the heavy rate of home building. People are buying more new cars than ever before. In the first two months of this year more than a million were sold. At the same time the strength of the building boom continues to spark the economy. It is almost certain that for the seventh straight year a million homes will be built.

In all, the output of industry has soared nearer the peak that was reached prior to the time the 1953-54 recession set in.

Economists are having no difficulty in finding a reason for the building boom and generally rising business activity. Family income has increased 50 percent since 1947. Families with less than \$4,000 a year have declined by 20 percent since 1947, and families with more than \$4,000 a year have increased by 70 percent. More than half of non-farm families get more than \$5,000 a year, while farm

families average \$3,460 a year. Since 1929 average family purchasing power has increased 30 percent.

Residential Building at Record High Level

THE VALUE OF new residential construction put in place in the January and February period was at a rate seven percent above the fourth quarter and more than a third larger than a year earlier, the Department of Commerce has reported.

With easier mortgage terms and a strong consumer market, new home starts in early 1955 were at a record annual rate for the period of 1.4 million units. This was more than a fourth above January and February 1954.

Residential construction contract awards in early 1955, at a level more than 50 percent above January 1954, and new home starts

Hardware Wholesalers Report Gain in Sales

AS THE FIRST quarter of 1955 got under way sales by the nation's wholesalers averaged a six percent increase in January over the same month of 1954. Hardware wholesalers did even better, showing an average eight percent increase for the comparable periods.

Hardware wholesalers in some sections of the South improved on even this average. Wholesalers in the South Atlantic region reported a three percent increase. Those in the South Central region listed an average increase of 11 percent, while those in the West South Central region could point to an average eight percent gain.

should assure a high rate of home building this spring, the government agency emphasizes.

Increase in Rate of Consumer Credit

USE OF consumer credit has increased with the rise in sales over the past year, the Department of Commerce has reported. Installment credit extended for automobiles rose moderately with the increase in automotive sales.



At the end of January installment credit outstanding was down only 31 million dollars from the end of December and was around 600 million above a year earlier. Noninstallment credit outstanding which includes charge accounts, totaled some 360 million dollars above January 31, 1954. Total consumer credit outstanding, though down seasonally from December, was nearly a billion dollars larger than a year ago.

Increase Reported in Consumer Income

IN JANUARY, the latest month for which figures are available, consumer incomes had increased one percent over fourth quarter levels to an annual rate of 291 billion dollars. Most of the recent gain was in wages and salaries which in January totaled 199 billion dollars, 4.3 billion above January 1954.

Prices Received by Farmers Steady

THE INDEX OF prices received by farmers rose one percent from mid-January to mid-February. With the index of prices paid by farmers for commodities, interest, taxes and wage rates unchanged, the parity ratio rose one point to 87. In recent months the parity ratio has held fairly steady, moderately below a year earlier.

You don't have to be a  mechanic or "pump specialist" to make  money selling the complete Rapidayton

Shallow Well Champion
—0 to 25 feet



"Champion" line of Jet Pumps and Water Systems! All you need

is a  customer who knows how deep his well is.

You can show him the



"Space-Saver"
—0 to 70 feet

"Champion" that fills the bill



—for any well depth from 0 to 140 feet

Shallow Well "TWIN"
—0 to 25 feet



"HOT'n-COLD"
—0 to 70 feet

—for a

small cottage or a large farm

"TWIN" Convertible
—0 to 140 feet




—at the lowest possible price.

Each features the same basic, efficient, exclusive design.

Signature Convertible Champion
—0 to 80 feet



Know one  and you know them all.

Signature Champion with
Vertical Tank

Rapidayton's "Champion" line



takes the mystery

Signature Convertible Champion
—Pump Only



out of the pump business!

You can get full information on Rapidayton
"Champion" Models from your
Rapidayton Wholesaler or from us.

Rapidayton

Jet, Submersible and Recirculating Water Pumps & Systems
"Hot'n-Cold" Water Systems • Celler Drainers • Water Softeners
THE DAYTON PUMP & MANUFACTURING CO.
Dayton 1, Ohio

HARDWARE INDUSTRY NEWS

MANUFACTURERS - WHOLESALERS

The Schoellkopf Co. Changes Management

CONTROLLING interest in The Schoellkopf Co., widely-known southwestern hardware wholesale firm and one of the oldest business institutions in Dallas, Texas, changed hands late in March.



Looking over a report are newly-elected President George H. Norsworthy and Chairman of the Board Hugo W. Schoellkopf, Sr., of The Schoellkopf Co. of Dallas

A grandson of the founder of the business was principal factor in the purchase. He is George H. Norsworthy, grandson of G. H. Schoellkopf, who founded the company in 1869 with money he had accumulated from trade in buffalo hides.

Norsworthy, Dallas lumberman, said a group headed by himself includes a brother, Thomas W. Norsworthy, and Hugo Schoellkopf, a son of the founder, who will continue as chairman of the board.

Stock holdings acquired were those of J. Fred Schoellkopf, Jr., Wilson Schoellkopf, Mr. and Mrs. G. O. Moore and Mrs. Jas. F. Chambers, Jr.

The Schoellkopf Co. originally dealt exclusively in leather, but as the demand diminished for harness and saddles, it branched into hardware as a wholesaler, with a number of related lines.

However, it continues as a manufacturer of a number of lines, one of the best known of these being a fine selection of tooled, leather gun cases.

Both J. Fred Schoellkopf, Jr., and G. O. Moore will devote all their time to personal business interests.

In a formal statement, George H. Norsworthy said:

"The fine traditions behind the Schoellkopf Co. will be perpetuated by us.

"I feel it is an honor and a privilege to head an organization with the high integrity and reputation for service that this firm has and the aims and the principals of the previous management will be continued in an aggressive development and expansion of the business."

Utica Drop Forge Names Marshall Sales Manager

UTICA DROP Forge & Tool Corp., Utica 4, N. Y., has announced the appointment of Frank L. Marshall as sales manager of the Tool Division.



Frank L. Marshall

sion. He will be calling on Utica distributors extensively, helping with sales problems and analysis.

Marshall was formerly vice-president and general manager of Mayhew Steel Products, Inc., Shelburne Falls, Mass. He had been with Mayhew since 1939. During World War II Marshall was a Captain in the Army Air Force. He is a member of the American Marketing Association, Sales Executives Club, the Elks and the Eagles.

Louis Williams Co. and Delta Discuss Plans



Members of Louis Williams & Co., Nashville, recently appointed to represent Delta Electric Co., discuss sales plans with members of that organization. Present are, left to right, Louis Williams III; Glen Boxell, vice-president, Delta; W. B. Stephenson, president, Delta; E. L. Jones, sales manager, Delta; and Jack Bailey, L. Williams Co.

*New
Rapidayton
"package"
Water System*

"HOT-'N-COLD"

*
" "



"IMAGINE! It actually
delivers **HOT and COLD**
running water from
deep or shallow wells!"

Costs little more than ordinary "cold water" systems! Completely automatic $\frac{1}{2}$ H.P. Shallow Well Jet Water System with tank and capacitor motor and 12-gallon electric water heater for only

\$159⁵⁰
Retail (f.o.b. factory)

Convertible System (for shallow wells and deep wells down to 70 feet) complete for only \$169.50 Retail (f.o.b. factory).

"FREE HOT COFFEE" dealer kits

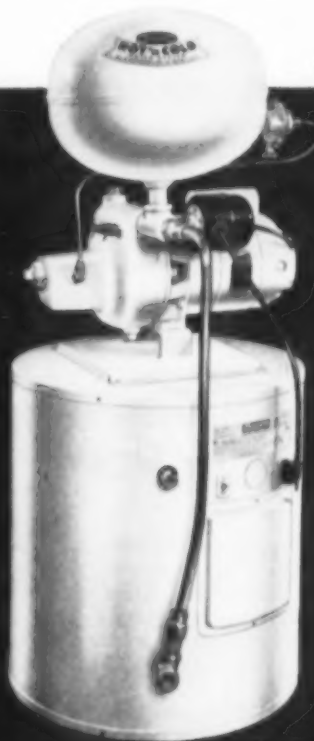
Coffee, sugar and all serving supplies—plus mailers, ad mats, display signs, promotional literature and complete instructions—included in FREE kit with orders of 2 or more units. You'll sell as you serve your prospects HOT coffee made with water from the "Hot 'n-Cold." Your Rapidayton wholesaler has details—or write us.



Want all the "FACTS"?



Write for this helpful, attractive "FACTS" booklet. It's designed for your customers—but it's packed with information that helps you make more sales. A supply is included in "FREE HOT COFFEE" kits—and there's one attached to every "Hot 'n-Cold" unit.



*TRADE MARK

Model HCS

New Rapidayton "HOT-'n-COLD" Water Systems

are completely automatic. They deliver HOT and cold running water with plenty of pressure from deep or shallow wells. Adjustable thermostat controls water temperature. They operate economically on standard 110 AC current. Only 42" by 18" by 22"—easy to install. Lowest prices with full trade discounts. Sell it for thousands of installations—farms, barns, service stations, resort cottages. Get all the facts from your Rapidayton Wholesaler.

Rapidayton

Jet, Submersible and Handpumping Water Pumps & Systems
"Hot-'n-Cold" Water Systems • Collar Drains • Water Softeners

THE DAYTON PUMP & MANUFACTURING CO.
Dayton 1, Ohio



A portion of the dealers attending the Ogilvie clinic

Successful Housewares Clinic Held by Ogilvie Hardware Co.

A HIGHLY-SUCCESSFUL housewares merchandising clinic, staged February 27 by Ogilvie Hardware Co., Inc., wholesalers in Shreveport, Louisiana, attracted more than 100 of the firm's dealer customers.

Purpose of the clinic was to present product information which, in turn, would enable dealers to do a more effective merchandising job. Though the company objected to holding the one-day event on Sunday, it was found that for many of the dealers this was the only day they could leave their businesses.

Six weeks prior to the clinic the company, through its salesmen, began inviting customers and their sales personnel to the clinic. In

view of the large number of customers served by the company it was recognized, early, that it would be physically impossible to accommodate the entire group. It was decided that for the first clinic invitations would be limited to

those customers already stocking the nine housewares lines to be featured.

Starting at 9:00 a.m. at a local hotel, the clinic got under way with the following present: 102 dealers and dealer personnel; 10 factory representatives, and 14 Ogilvie staff members.

Assembled first in a general meeting room, visiting dealers were given a folder containing a want book, program, and other pertinent literature. The dealers were then divided into seven groups. Each group was assigned to one of seven classes. In each class a factory representative had set up an impressive display of his merchandise.

Each group spent 40 minutes with each factory representative, with time being called by one of the Ogilvie staff members. Sunday dinner was served to the dealers at mid-day. Coffee and doughnuts were served in the morning, and a break was taken in the afternoon at which time coffee and soft drinks were served. The clinic was concluded promptly at 4:30.

Product knowledge classes were



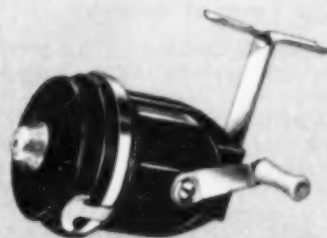
Ogilvie personnel, left to right, above: R. J. Ogilvie, Jr., president and general manager; R. L. Matthews, secretary and merchandise manager; A. H. Dews, purchasing agent; and W. B. Ogilvie, treasurer. Factory reps participating in the clinic were, left to right: Ernie Jackson, Cosco; Bill Simpson, Color-Flyte and Cal-Dak; Pat Melton, Presto; Steve Simpson, Color-Flyte; George Mueller, Rubbermaid; Clair Van Etten, Pyrex; Gay Gardner, Wear-Ever; Dick Quinn, Pyrex; and Bill Irvin, Rubbermaid

Buy the Numbers



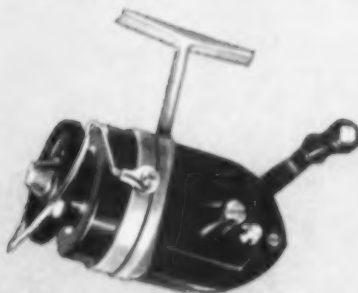
CUSTOMERS CALL FOR FIRST...

IN SPINNING...



No. 100 Bronson "Flipper" \$4.95

Popular manual pick-up keynotes the "Flipper." It's reversible, too—switches to either right or left crank. Adjustable, even-tension drag. Non-reversing crank.



No. 200 Bronson "4-Way" \$9.95

An ingenious spinner made to use right or left handed—with manual or full ball pick-up. Smooth no-jerk, adjustable drag and non-reversing crank. Nylon pinion gear.



No. 500 Bronson "Jet" \$14.95

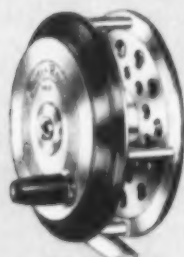
A precision spinner with a super-smooth drag. Pinch-free spool device keeps line free. Drag adjusting nut fixed to spool, can't be lost. Nylon gears, oilite bearing.

IN FLY FISHING...



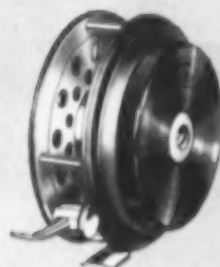
No. 370 Bronson "Royalist" \$5.95

Sturdy, light single-action fly reel in maroon anodized aluminum finish. Easy take-down—reversible to left-hand model. Oilite bearings.



No. 380 Bronson "Multi-Royal" \$7.95

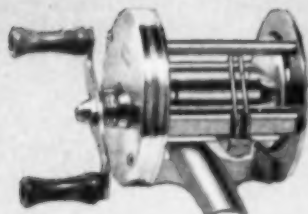
Fast retrieve, 2½-to-1 gear ratio. Multiple-action for smoother, speedier line pick-up. Adjustable, click drag. Reversible to left-hand model.



No. 390 Bronson "Royal Matic" \$10.95

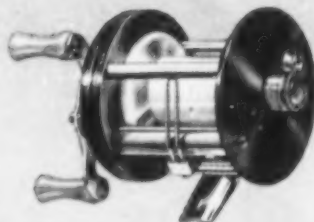
Fully automatic. Outworks, outlooks them all—blue-green anodized aluminum. Bronze bearings, silent wind, free stripping with governor-controlled retrieve.

IN BAIT CASTING...



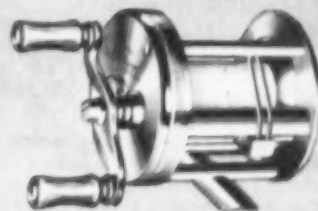
No. 2400 Bronson "Comet" \$3.95

An all metal reel with exclusive Bronson Duo-Pawl level wind assembly. Finished in chrome and nickel plate. Full quadruple-multiplying.



No. 2200 Bronson "Green Hornet" \$5.95

A top value at low price. Green anodized aluminum head cap and tail plate. Lightweight spool, snap-on plastic arbor. Adjustable drag and click with Bronson Duo-Pawl.



No. 1700 Bronson "Lashless" \$7.95

Precision made of chrome-plated brass. Drag tension bearing regulates casting speed. Aluminum spool and plastic snap-on arbor. Adjustable click, Duo-Pawl and quadruple-multiplying spiral gears.

held on the following lines: Cosco, Color-Flyte and Cal-Dak, Presto, Revere Ware, Rubbermaid, Pyrex, and Wear-Ever.

Vernon Hall Appointed Frabill Representative

VERNON HALL, of Thomasville, Ga., was to assume duties March 1 as representative for the Frabill



Vernon Hall

Manufacturing Co., Milwaukee, Wis. He will serve the entire Frabill wholesale trade in North Carolina, South Carolina, Georgia, Florida, Alabama and Mississippi, according to William F. Matras, sales manager.

D. M. Wallace, Firm President, Passes

DOYLE M. WALLACE, 62, president and treasurer of Wallace Hardware Co., Inc., hardware wholesalers in Morristown, Tenn., died of a heart attack March 19. Beginning his career 45 years ago as a stock clerk for the former C. E. Baylor Co., he became a salesman in 1915. When Whittaker-Holtsinger Co. was organized in 1922, he traveled until 1932, when he became president. The firm name was changed to Wallace Hardware Co., Inc., in 1944.

Mr. Wallace was chairman of the board of directors, Hamilton National Bank in Morristown. He was



Doyle M. Wallace

a leader in the First Baptist Church; trustee of Carson-Newman College and East Tennessee Baptist Hospital, Knoxville; president, Morristown Education and Recreation Association; and active in American Legion activities and Rotary International.

Allen to Represent Lumite Division Sales

LUMITE Division, Chicopee Mills, Inc., New York, N. Y., announces the appointment of A. J. Allen as sales representative for Lumite Saran and Chicopee Fiberglass Screen Cloth and Chicopee Frameless Screens.

Allen will call on hardware and lumber wholesalers and manufacturers of combination storm and



A. J. Allen

screen windows and doors in Indiana, Ohio, Michigan, Kentucky and Tennessee.

Dara E. Cross Begins 51st Year at Belknap

DARA E. CROSS, Sr., vice-president and treasurer, Belknap Hardware and Manufacturing Co., Louisville, Ky., began his fifty-first year of service with that organization on January 30.



Dara E. Cross

He has been a member of the board of directors for 38 years. In 1930 he was made secretary and treasurer and in 1931, vice-president.

Tampa Dealers Form Association

SIXTY TAMPA hardware dealers banded together recently and formed the Tampa Retail Hardware Association. Max Sparks was elected president of the organization.

Harry F. Orr is vice-president, and Mrs. Jane N. Senn is secretary-treasurer. Elected to the board of directors were A. E. Burt, Jr., Bryan Griffin, M. H. Paxton, H. A. Cooper and Jerry Cheatham.

According to the announcement, any Tampa retail hardware dealer may join. The meetings will be held the third Thursday in every month at 8 p.m. in the Chamber of Commerce building auditorium.

Dealers Everywhere Report:



*Flatlux is a great seller and combined
with a proved merchandising plan...
helps create more satisfied customers -
more profits on all lines*



Find Out For Yourself!

Dealers everywhere report BPS sales are flying high because FLATLUX and the full line of BPS top-quality favorites are backed up by a unique, thoroughly proved merchandising plan that boosts floor traffic... sky-rockets paint sales and all other sales... keeps customers coming back. It's personalized to your own business, too.

Get BPS—it's the line that sells!

**No Doubt About It—BPS Full Line
Favorites Will Help You Boost Paint Sales**

**Get Paint Sales
Up to Top Profit
Standard with the
BPS Line of Best
Sellers**

**and the Exclusive BPS
Merchandising Plan**

THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

SH

I'd like to see how BPS can boost my paint sales with the BPS Line and the new Merchandising Plan.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

THE PATTERSON

CLEVELAND, OHIO



SARGENT CO.

NEW YORK, N. Y.

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NAME _____

STORE NAME _____

ADDRESS _____

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ZONE _____

STATE _____

THE PATTERSON

CLEVELAND, OHIO



SARGENT CO.

NEW YORK, N. Y.

(Continued from page 12)



Shown at left and below is part of the dealer crowd which attended the clinic. Ample time was allowed for dealers to inspect a display of the complete lines of housewares handled by Peden.

Peden Iron & Steel Co. Holds Housewares Clinic in Houston

THE HOUSEWARES sales clinic held March 6 at the Rice Hotel in Houston, Texas, by Peden Iron & Steel Co., attracted 150 dealers from various points in the wholesale firm's trade territory.

Designed to give dealers product knowledge on leading lines of housewares, a further purpose of the clinic was to promote cooperation among manufacturers, wholesalers and retailers. The meeting was held on Sunday as this was the most convenient day in the week for a majority of dealers.

Gathering at 8 a.m. visiting dealers first were welcomed by George T. Morse, president and general manager of Peden, and by Jack J. Caraway, vice-president and sales manager who served as master of ceremonies.

After introduction of the Peden executive personnel, dealers were divided into eight groups, and proceeded to assigned rooms for a 40-minute sales clinic on the lines displayed in the various rooms. At 11:30 all dealers assembled in a large meeting room to inspect a complete display of the housewares lines handled by Peden. Lunch was served, then the individual groups continued to rotate among the various rooms until all rooms had been visited.

All of the individual discussions were conducted by the factory

representatives of the lines shown. In most cases, sales managers also were present. One room was re-

served for discussions and help by Mr. Caraway and J. D. Bryan, sales promotion manager for Peden.

Housewares lines presented at the clinic and representatives for each line were as follows: Ecco and Flint ware, Merrill Marshall, territory manager, Lee Sutherland, territory salesman, Charles Winterburg, New Orleans district territory manager, and Hank Casey, assistant sales manager; Revere Ware, Paul Wakefield, sales manager, and Ken Carpenter, district manager; Wear-Ever, J. H. Randolph, Jr., sales manager, A. R. Greenwood, district manager, and Walter C. Gabel, district representative; Peden Iron & Steel Co., Jack Caraway and J. D. Bryan, Jr.; Beauty Ware and Federal



Are you ready

to meet the big
seasonal demand for



American Baling Wire?

● USS American Baling Wire is always a big seller at baling time. It has the strength and toughness needed to keep bales tight and neat through shipping or storage. Coils are wound at an even tension for smooth, trouble-free uncoiling. And there are no splices to jam the balers. American Baling Wire is specially wound for the standard automatic balers now in use in the South. It comes in moisture resistant boxes with a thin oil coating to prevent rusting.

Specify American Baling Wire . . . the USS label on the carton is your assurance of a top quality, easy-to-sell product.

FITS BALERS AS LISTED BELOW

John Deere, Oliver, New Idea, All Models. Coil No. 3150
Minneapolis, Moine, International Harvester, and New Holland. Coil No. 6500*
*Models manufactured prior to October 1, 1952, use Interim Coil No. 6500

SPECIFICATIONS

Specification	COIL SIZE					No. Coils Packed Per Box
	Width	Outside Diam.	Inside Diam.	Approx. Weight	Approx. Length	
3150	3 1/2"	9 1/2"	3"	48.5 lbs.	3150 ft.	2
6500	6"	13 1/4"	8 1/4"	100.1 lbs.	6500 ft.	1
Interimcoil 6500	3 1/2"	18"	12"	100 lbs.	6500 ft.	1

BLUE BONNET BALE TIES—For the best in ties, carry Blue Bonnet Single Loop Bale Ties.

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION
GENERAL OFFICES: FAIRFIELD, ALABAMA

DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE
MEMPHIS • NEW ORLEANS • TULSA

No. 6500



No. 3150

USS AMERICAN FENCE
USS TENNESEAL V-Drain ROOFING



UNITED STATES STEEL

SELL MORE HODELL CHAIN

with these
PROFIT MAKERS



HODELL PAILETTES

These strong, steel, re-usable containers with easy-to-grip, all-steel handles hold 100 lbs. each, Hodell Proof Coil or 888 Coil chain, in four most popular sizes . . . $\frac{3}{16}$, $\frac{1}{4}$, $\frac{5}{16}$ or $\frac{3}{8}$ inch.

These *special* Hodell point-of-sale aids are designed to make your chain selling easier . . . and faster.

Faster because . . . both the Merchandiser and the Paillettes are compact, designed to be displayed, catch the eye and remind customers they need chain. *Easier because . . .* both the Merchandiser and the Paillettes are the handiest way to stock and sell Hodell quality welded and weldless chains.

Set up your own complete, compact chain department right on your floor, with the attractive, brightly colored Hodell Chain Merchandiser and the sturdy Paillettes. Ask your distributor for these practical sales aids . . . choose your initial chain assortment . . . and be ready to make sales to home and farm owners as well as marine and industrial users.

HODELL CHAIN MERCHANDISER

Sturdily built, only 57" high, this tubular steel display takes less than 2 sq. ft. of floor space. With fast-selling Great Lakes 38-80 chain assortment, costs only \$76.15 . . . returns \$137.75 —a profit of \$61.60.



HODELL CHAIN COMPANY, Cleveland 3, Ohio

Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



You get the glow... no radiants show

new



"duo-look"

Hearth Glo Matic



An attractive,
modern furniture
piece in summer

**VENTED RADIANT
GAS CIRCULATOR**

← A cheery, glowing
heater in winter...



With the gas turned on (above left) this beautiful new HEARTH-GLO-MATIC model is automatically transformed into a cheery, glowing radiant heater. With the gas turned off, it is a strikingly attractive modern furniture piece, with all heating elements completely screened from view by the streamlined chrome grilles (see inset).

HEARTH-GLO-MATIC's advanced styling and engineering will keep it strikingly new and efficient for years to come. Special alloy steel combustion chamber and extra large heat exchangers provide maximum heat transfer. Aluminized

cabinet interior keeps outside of cabinet cooler. Newly designed burners eliminate flash back and noise. Exclusive new non-breakable stainless steel radiants are guaranteed not to break or burn out. Interchangeable, easily installed, pre-assembled control manifolds greatly reduce inventory and installation costs.

HEARTH-GLO-MATIC's beautiful Copper-tone hammered enamel finish is electrostatically applied over a bonderized undercoating. Will not crack or chip. Blends smartly with any decorative scheme.

20,000 to 60,000 B.T.U. input sizes for Natural or L.P. gases. Approved by AMERICAN GAS ASSOCIATION.

See your wholesaler now — or write direct — for complete information

JACKES-EVANS MFG. CO. • 4427 Geraldine Ave. • St. Louis 15, Missouri

JE

Quality Manufacturers Since 1888

Glass, Doc Parker and Don Gamble; Rubbermaid, George H. Mueller, district manager and Bill Irwin, sales manager; Cosco, Irving C. Lange, western sales manager, John M. Hogue, Texas representative, and Ernie Jackson; and Pyrex Ware, C. W. Van Etten, district sales manager, and Bill Callaway.

♦

Lowe Brothers Names Advertising Manager

JAMES L. PARKER has been appointed advertising manager of The Lowe Brothers Co., paint and varnish makers, Dayton, Ohio, by E. A. Daniels, president.



James L. Parker

Parker previously served as assistant advertising manager of the Wheeling Steel Corp., and prior to that, from 1941 to 1943, also was associated with Lowe Brothers in sales promotion work. In his new position he will plan and direct all advertising and merchandising programs on Lowe Brothers paint products.

♦

Stanley Appoints New Sales Representatives

THE STANLEY Works, New Britain, Conn., has announced the appointment of three new sales representatives.

Fred Miller will now handle sales exclusively in the state of



Fred Miller



John Hollfelder



Noah McCrory, Jr.

Florida, and John Hollfelder will handle sales exclusively in the states of South Carolina and Georgia, according to an announcement by George P. Merrill, general sales manager of The Stanley Works.

For the past several years both men have covered South Carolina, Georgia and Florida.

Hollfelder will continue to reside at 1957 Devinney Circle, Chamblee, Ga.

Miller will reside temporarily at 3002 Lenox Road, N. E., Atlanta, Ga., and will later move his residence to Florida.

Noah McCrory, Jr., will represent the company in Oklahoma, Arkansas, North Texas and North Louisiana, according to Frederick O. Fuller, sales manager, Electric Tool Division.

Since joining this division a year ago, McCrory has been a member of the sales department and sales training program.

♦

Newton Appointed to Head Dennis Mitchell Sales

HARVEY NEWTON, who has had more than 15 years of sales executive experience in retail and wholesale businesses, has been named national sales manager of Dennis Mitchell Industries, Philadelphia, Pa. Irving Berlin, president of the firm which manufactures laundry carts, auto car seats for children, shopping carts and



Harvey Newton

juvenile items, made the announcement.

Berlin said Newton will help direct expanding sales activity for the company and will direct activities of the growing sales staff in all parts of the country.

♦

John Davey Is Named RB&W Vice-President

JOHN S. DAVEY has been promoted to vice-president of Russell, Burdsall & Ward Bolt and Nut Co., Port Chester, N. Y., the company announced recently.

Formerly assistant general sales manager, Davey has been associated with RB&W for 25 years. He is a graduate of Massachusetts Institute of Technology.

You can put your confidence

in the

MIKE
®

line *

QUALITY MERCHANDISE AT COMPETITIVE PRICES

Prompt Delivery **GUARANTEED** *on*

NYLON
**SEINE
TWINE**

Art. No. 583

**CELLOPHANE LABEL
WRAPPED TUBES**

Full range of sizes

6 to 72 ply on 4 oz., 8 oz. and 1 lb. tubes



SEINE TWINES
SEINE CORDS
TROT LINES
STAGING
VENETIAN BLIND CORD
SASH CORDS
CLOTHES LINES
MASON LINES
FISHING LINES
NYLON CASTING LINES
STARTER ROPE
JUMP ROPE
MOP HEADS
WRAPPING TWINES
KITCHEN LINES
EXPRESS TWINES
CHALK LINES
PARCEL POST TWINES
POLISHED INDIA TWINES
PLASTIC CLOTHES LINES
JUTE TWINE

* **ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID.** Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C., Los Angeles, Calif., Marietta, Minnesota, or Dallas, Texas. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

When you display the **MIKE** line—
it Sells!

Write For Size Cards And Price List.

Cleveland Mills Company

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

7861 Sepulveda Blvd
Van Nuys, California

Marietta
Minnesota

3104 Gaston Ave.
Dallas 26, Texas

Merchandising Clinic Held by Roberts, Sanford & Taylor Co.

A **PRODUCT** knowledge clinic, staged February 16 in Sherman, Texas, by Roberts, Sanford & Taylor Co., has been termed "highly successful" by officials of the wholesale hardware firm.

Held at a local hotel the clinic was designed to give visiting dealers sales information on five major lines handled by the company. As dealers arrived the morning of the clinic they were given an envelope containing a pencil, scratch pad and additional data. Dealers then were divided into five groups, each headed by a company staff member. Groups spent 50 minutes in each class before moving on to the next discussion. A 10-minute break between classes permitted dealers to pause for coffee or soft drinks. At mid-day lunch was served, with the clinic resuming in the afternoon.

Factory representatives participating in the clinic included: Bruce Burgess, merchandising manager, and George Cleaveland, district representative, who represented Union Fork & Hoe Co.; H. P. Bangert, sales manager, Dille & McGuire, who represented that company's line of power mowers; Jim Davis, southwestern district representative of Westinghouse's Portable Appliances Division, who discussed that company's line of fans; Glen Williams, sales manager, A. F. Thompson Manufacturing Co., who demonstrated Thompson Evaporative coolers; and Charles R. Onley who represented Swan Rubber Co.'s line of hose.

Visiting dealers were awarded a number of valuable door prizes, while flowers were given to the wives attending the one-day merchandising clinic.



Bruce Burgess, merchandising manager of Union Fork & Hoe Co., George Cleaveland, district representative, conduct class on company's tool line

Star Expansion Bolt Co. Promotes Two in Sales

RALPH E. OGDEN, president, and Harry Fox, vice-president in charge of sales recently announced the promotion of H. J. Wilhelm to assistant sales manager of Star Expansion Bolt Co., Inc., New York, N. Y., and its affiliate, Rocket Devices Corp.



Wilhelm

Assante

Wilhelm served as advertising and sales promotion consultant for the past seven years.

Succeeding Wilhelm in this position is Armand A. Assante. Assante was formerly with the advertising department of American Machine and Foundry Co., and has a wide background in merchandising of industrial and consumer products.

Star manufactures a wide variety of anchors, fasteners, and tools.



Top photo shows dealers at lunch prior to resuming the afternoon session of the clinic. Five major lines were presented



"J&L WARE MOVES FAST, TOO ...with higher profits for you"

Your customers know J&L Galvanized Ware—They'll keep your stocks moving fast.

Galvanized ware moves better and profits are more satisfactory when you stock a line with an accepted name like J&L. Your customers have confidence in the J&L name and its reputation for quality and sturdy service.

J&L galvanized ware is priced for the big volume market. It yields a healthier profit to the hardware dealer. Ask your hardware jobber for complete informa-

tion. If you need additional information or help, write direct to J&L.

**J&L
STEEL
WARE**

Jones & Laughlin

STEEL CORPORATION

CONTAINER DIVISION

405 Lexington Ave., New York 17, New York

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia



Otto Bernz Co. Appoints Two Sales Executives

APPOINTMENTS of C. Kenneth Juno as advertising manager and John A. Wiegand as sales promotion manager were announced recently by John M. Dunn, sales manager of the Otto Bernz Co., Inc., Rochester, N. Y.



Juno

Wiegand

The company manufactures propane gas lanterns, cookstoves, and torches.

Juno has been in advertising since 1939, first as assistant advertising manager of Columbian Rope Corp., Auburn, N. Y., and since 1950 as advertising manager of Remington Corp., also an Auburn firm.

Wiegand joined the Otto Bernz Co. in 1954 as supervisor of its sales department. He previously was employed by Mathews & Boucher, Inc., Rochester, N. Y., wholesale hardware house.

C. M. McClung to Handle Republic Kitchen Line

C. M. McCLUNG and Co., Knoxville, Tenn., has been named a distributor for Republic Steel Kitchens, of Canton, Ohio, according to a recent announcement.

McClung Appliances Division of C. M. McClung and Co. will handle the Republic line in eastern Tennessee and seven counties in southeastern Kentucky, according to C. E. Howes, general manager of sales

for Republic Steel Corp.'s Berger Division.

A complete inventory of Republic cabinets, counter tops, sinks and accessories will be stocked at McClung Appliances' headquarters, 310 Georgia St., N. E., and at C. M. McClung and Co. warehouses in Bristol and Chattanooga, Tenn.

Three Elected to New Posts at Master Rule

THEODORE M. RIEHLE, Jr., Edward B. McGlone and Jon Kenkel have been elected vice-president in charge of production, treasurer, and sales manager, respectively, of Master Rule Manufacturing Co., Middletown, N. Y., producers of steel tape and wood folding rules for tradesmen and craftsmen.

Kenkel has long served Master out of New York, Kansas City, the Southwest, and in recent years, California and the Pacific Northwest. His assumption of sales managerial duties out of Middletown follows the death of his predecessor, R. M. Holder, on January 7.

Riehle is a chemical and produc-



Jon Kenkel

tion engineer out of Choate, Cornell and N. Y. State Maritime College who has served in the cost department, the specialty division management, and finally as works manager for the past three years. He has been a director of the firm for a year and a half.

Edward B. McGlone becomes an officer of the firm after three years as chief accountant and a total Master Rule experience of five years.

W. J. Pettie Co. Sold to Dulaney Executives

ONE OF THE oldest hardware retailing chains in the Southwest changed hands in Oklahoma City in March when the nine stores of the W. J. Pettie Co. were purchased by Luther T. Dulaney and Paul W. Davis, owner and sales manager, respectively, of Dulaney's. The amount involved is not disclosed.

Dulaney's is primarily a distributor of major household appliances in Oklahoma City, but also manufactures a line of household furniture.

However, Davis, who announced the purchase, said the two enterprises would not be mixed and the nine Pettie retail stores will continue to handle hardware. But the new owners plan a two-year train-

ing program for Pettie personnel on "merchandising, display, selling and service."

From a \$300,000 gross a year after it was launched in 1941, Dulaney's has grown to a point where the gross sales were \$10,000,000 last year.

William J. (Bill) Fugitt, grandson of the late W. J. Pettie, founder of the original Pettie store, said sale of the chain had been considered since closing of the firm's downtown location, in the heart of Oklahoma City's main shopping district.

The first Pettie hardware store was launched on the day that Oklahoma City—according to local historians—came into existence, on April 22, 1889.



again...it's
Cream City
 for today's hottest items

LAUNDRY MAIDS DRAIN TUB SETS

Packed with eye-appeal and sales-appeal, these new Cream City drain tub sets are just as modern as they are useful. Though light and streamlined, they are extremely strong...built to give years and years of service!

Modern Tubular Steel Stand...lighter than old stamped type frame, yet so strong they will never wiggle or wobble. Completely free of sharp edges and burrs!

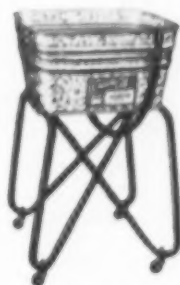
Smartly Stylen...stand finished in beautiful spruce green baked enamel. Women love 'em, because they go with all modern laundry appliances.

Famous Cream City Quality...hot dipped galvanized square tubs (15-gallon capacity) have double-seamed, leak-proof bottoms...free-rolling plastic wheels with plated, rust-resistant casters...heavy rubber drain hoses with handy hook-on clips.

Easy to Assemble...takes just a few minutes. Step-by-step instruction sheet included with each unit.

Complete Set Packed in One Carton...

Tubs and stand come in a single carton. Cuts handling work in half...easier to store...easier to deliver to customers!



Also available in single tub set



Scores of uses for our GRADUATED PAILS

Wet and Dry Measurements

Both quart and peck measurements are embossed on inside for easy, accurate readings. Perfect for mixing and measuring weed killers, paints, insecticides, etc. In 8, 10, 12 and 14-qt. sizes.



GEUDER, PAESCHKE & FREY CO.

1325 W. ST. PAUL AVE. • MILWAUKEE 1, WISCONSIN

EXPORT AGENTS: 25 Beaver St., New York 4, N. Y.

REVERE ..

2 new Revere Ware Gift Sets... more sales —



New! #2200 All-Purpose Set ... 1 qt. and 3 qt. Sauce Pans and Covers, 1½ qt. Double Boiler and Cover, 8 in. Skillet and Cover, Egg Poacher, 10 in. Skillet and Cover, 6 Copper Utensil Hangers ... \$39.95.

New! #1800 Good Cook's Set ... 1 qt. Sauce Pan and Cover, 1½ qt. Double Boiler and Cover, 8 in. Skillet and Cover, Egg Poacher, and 6 Copper Utensil Hangers... \$34.50.

Now 4 gift sets! Two important new Revere Ware Gift Sets are now added to your Revere Ware line! They are the new #1800 Good Cook's Set, and the new #2200 All-Purpose Set. They give you new profit potential on Revere Ware Sets by providing you with 4 sets in 4 price ranges to fit any budget. All are beautifully packaged for attractive counter display ... all have sparkling eye appeal. They sell on sight!



*Good Cooks
Everywhere
Use...*

X-30 Beginner's Set ... 1 qt. and 1½ qt. Sauce Pans and Covers, 6 in. Skillet and Cover, Polished Stainless Steel Rack with 4 adjustable Hangers ... \$15.95.



#1400 Kitchen Jewel Chest ... 1 qt., 2 qt. and 3 qt. Sauce Pans and Covers, 4 qt. Sauce Pot and Cover, 6 in. Skillet and Cover, 10 in. Skillet and Cover, 6 Cup Percolator, De Luxe Hanging Rack with 10 adjustable Hangers ... \$55.95.



does it again!

3 new Revere Ware Miniature Sets... more profits!

Sell children too! Now, double your sales. Sell Mom a set, and one to daughter, too! These three new miniature Revere Ware Sets—of real copper-clad stainless steel—are exact reproductions... Look and cook like Revere Ware, "The World's Finest!" Revere Ware Miniatures are packed in colorful play-stove cartons. They have the same appeal to daughter that the large Revere Ware Sets have for Mom.

Feature Revere Ware Miniatures on your Revere counter and in your toy section.

#597 Miniature Set... Covered Sauce Pan—holds 6 oz., Covered Sauce Pan—holds 7 1/4 oz., Covered Sauce Pan—holds 9 1/2 oz., Open Skillet—4 1/2 in. dia., Covered Sauce Pot—holds 9 1/2 oz., Coffee Pot with Cover—holds 9 1/2 oz., Whistling Tea Kettle with Trigger Control—holds 9 oz. Packed in colorful play-stove carton... **\$14.95.**



Added feature! Each Miniature Revere Ware carton is printed in color to provide a play-stove!



#598 Miniature Set... Covered Sauce Pan—holds 6 oz., Covered Sauce Pan—holds 9 1/2 oz., Open Skillet—4 1/2 in. dia., Covered Sauce Pot—holds 9 1/2 oz., Whistling Tea Kettle with Trigger Control—holds 9 oz. Packed in colorful play-stove carton... **\$9.95.**

#593 Miniature Set... Covered Sauce Pan—holds 7 1/4 oz., Open Skillet—4 1/2 in. dia., Whistling Tea Kettle with Trigger Control—holds 9 oz. Packed in colorful play-stove carton... **\$4.95.**



REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division
Rome, New York • Clinton, Illinois • Riverside, California

D. W. Siebert, Chairman of Siebert Board, Dies

DONALD W. SIEBERT, chairman of the board of directors of the O. W. Siebert Co., Gardner, Mass., died in St. Petersburg, Fla., March 12, after a long illness. He was a national figure in the wheel goods industry for more than 30 years. Mr. Siebert, who was born in Erie, Pa., in 1895 was the son of the late Otto W. Siebert, founder of the O. W. Siebert Co., and Georgia I. Siebert.



Donald W. Siebert

He came to Gardner in 1898 and later became associated with his father in the Bay State Metal Wheel Co. and the Childrens Vehicle Corp. in East Templeton, Mass.

In 1923 he and his father founded the O. W. Siebert Co. in Gardner, Mass., where he became vice-president, president, and then chairman of the board.

Mr. Siebert is survived by his mother; his wife, the former Elinor L. Harriman; his son, O. W. Siebert II, new president of O. W. Siebert Co.; his daughter, Martha S. Riley and two grandchildren, all of Gardner.

Taylor Appoints New Commercial Sales Head

P. AUSTIN BLEYLER has been named commercial sales manager of the Taylor Instrument Com-



P. Austin Bleyler

panies, Rochester, N. Y., Raymond E. Olson, president, announces. Bleyler succeeds Ernest C. J. Purton who now becomes associated with a newly created market research department.

Bleyler was a member of the commercial sales department when he first joined the company in 1929. In 1942 he became assistant production manager of the manufacturing division and was named a manufacturing divisional superintendent in 1949.

Named assistant commercial sales manager is Edward W. Wendt. He started with Taylor in 1935 as a salesman in the Chicago territory. Prior to his present appointment, he was a member of the Rochester sales organization.

The market research department is organized under the direction of William S. Titus who is also manager of the budget department. Titus joined the firm in 1930.

Branchell Offers Trip as Sales Incentive

ACCORDING to Ernest E. Hellmich, president of the Branchell Co., St. Louis, Mo., makers of Color-Flyte and Royale Melmac Dinnerware, the company is giving its salesmen a special incentive for reaching their sales quotas for the first six months of 1955.

All men reaching their quotas will receive an all expense paid trip via American Airlines for a one week stay in Acapulco, Mexico.

According to DeL. V. Thomas, Branchell's general sales manager, five salesmen had already reached their quotas and qualified for the trip as of March 15.

Blake to Represent Deveney Organization

HARRY W. BLAKE has been appointed sales representative for A. H. Deveney & Co., Inc., manufacturers' representatives with headquarters in Birmingham, Ala.

Blake will represent the Deveney organization in the states of Arkansas, Louisiana, Mississippi and the western part of Tennessee.

Executives Announced for G. W. Davis Corp.

MRS. WALTER C. DAVIS, Sr., has succeeded Walter C. Davis, Jr., as president of the G. W. Davis Corp., Richmond, Ind. Stanley L. Woodward has been named executive vice-president, filling the post formerly held by Ray P. Sperling.

Mrs. Davis was actively engaged in management of the corporation prior to the death of her husband. Walter C. Davis, Sr.



Mrs. Walter C. Davis, Sr.

Woodward joined the corporation following three years as president of the Imperial Specialties Co., Union City, Ind. Previously, he was associated with Ernst and Ernst as a CPA in the Cincinnati

CONVENIENCE COMES IN A CARTON

The J&L 100 lb. Nail Box



REMEMBER—J&L Nails
are packed for your convenience.
Fill your requirements NOW!

Jones & Laughlin
STEEL CORPORATION — Pittsburgh

SOUTHERN HARDWARE for MAY, 1955

Saves Space

50 J&L Boxes can be stacked on pallet that would hold only 32 wooden kegs. Shorter box saves 15" when stacked 6 high on 3 pallets.

Better Identification

Size and type plainly printed on top and two adjacent sides. Better inventory control reduces shipping errors.

Safer, Easier Handling

Rectangular shape, straight uniform sides permit safe, solid stacking to greater height. Strong, lightweight, weather resistant J&L Box has no projecting nails or splinters.

Easier Opening

No wire to cut. Simply break perforations and lift off top.

Attractive Appearance

A neat modern package that's ideal for sales-building floor displays.

office, and later joined the Union City Body Co., Inc., as assistant treasurer and assistant manager.

The lawn mower firm has announced also the appointment of William N. Todd, Jr., as sales manager. He was associated formerly with Perfect Circle Co., Hagerstown, Ind.

Samson Cordage Works Announces New Officers

FOLLOWING the annual meeting of stockholders and directors of Samson Cordage Works, Lucius G. Pratt was elected chairman of the board and William R. Dewey, Jr., president and treasurer.

Arthur F. Chace, Jr., was named executive vice-president and director, and Richard A. Bates, assistant treasurer.

Samson Cordage Works is a manufacturer of braided and plastic cordage and was incorporated in 1888.

Hamilton Metal Appoints Chernow to Head Sales

THE APPOINTMENT of Irving Chernow as general sales manager is announced by Myron Piker, vice-president, Hamilton Metal Products Co., Hamilton, Ohio, manufacturers of the Skotch line of products.

Chernow, who joined Hamilton in 1953 in the capacity of assistant general sales manager, has played



Irving Chernow

Jackson Sales Reps See New Line



These sales representatives gathered in Chattanooga, Tenn., recently to see the new line of Jackson gas water heaters unveiled. From left to right, they are, R. E. Jones, Atlanta; C. W. Jernigan, Chattanooga; J. A. Lloyd, Atlanta; L. O. Ledford, Rossville, Ga.; W. H. Jackson, company vice-president, Chattanooga; C. A. Scholle, Dallas; W. L. Jackson, president of the Chattanooga manufacturing firm; D. N. Long, Charlotte; J. R. Hayes, Atlanta; W. R. Brogdon, Atlanta; C. G. Baker, Atlanta; and F. P. Key, Chattanooga. The new line of Jackson gas water heaters embraces 12 models.

a major role in the sales promotion of the Skotch line, including the Skotch Kooler, Skotch Grill and the newly introduced Skotch Ice.

Before joining Hamilton, Chernow served as the assistant to the president of the Art Kraft Hosiery Corp. of New York.

A resident of Queens, New York, he holds a graduate degree from the School of Business Administration at Harvard University.

Gans Assumes SSIRCO Sales Promotion Post

WALTER J. GANS, JR., on April 1 assumed duties as advertising and sales promotion manager of the Southern States Iron Roofing Co., at headquarters in Savannah, Ga.

In 1954 he served as southern regional sales promotion manager for the Reynolds Metals Co., of which SSIRCO is a wholesaling and fabricating subsidiary. Gans previously did sales work in Toledo, Ohio, and Louisville for Reynolds.

A native of Richmond, Va., he is a graduate of the University of Richmond and the Harvard Graduate School of Business Adminis-



Walter J. Gans, Jr.

tration. He is a Marine veteran of World War II and the Korean conflict.

Perfection Stove Renamed Perfection Industries

STOCKHOLDERS of Perfection Stove Co., Cleveland, Ohio, at their annual meeting in March voted to change the name of the company (Continued on page 64)



Jerry Wilson
South Dakota



Carlos Vinson
Tennessee



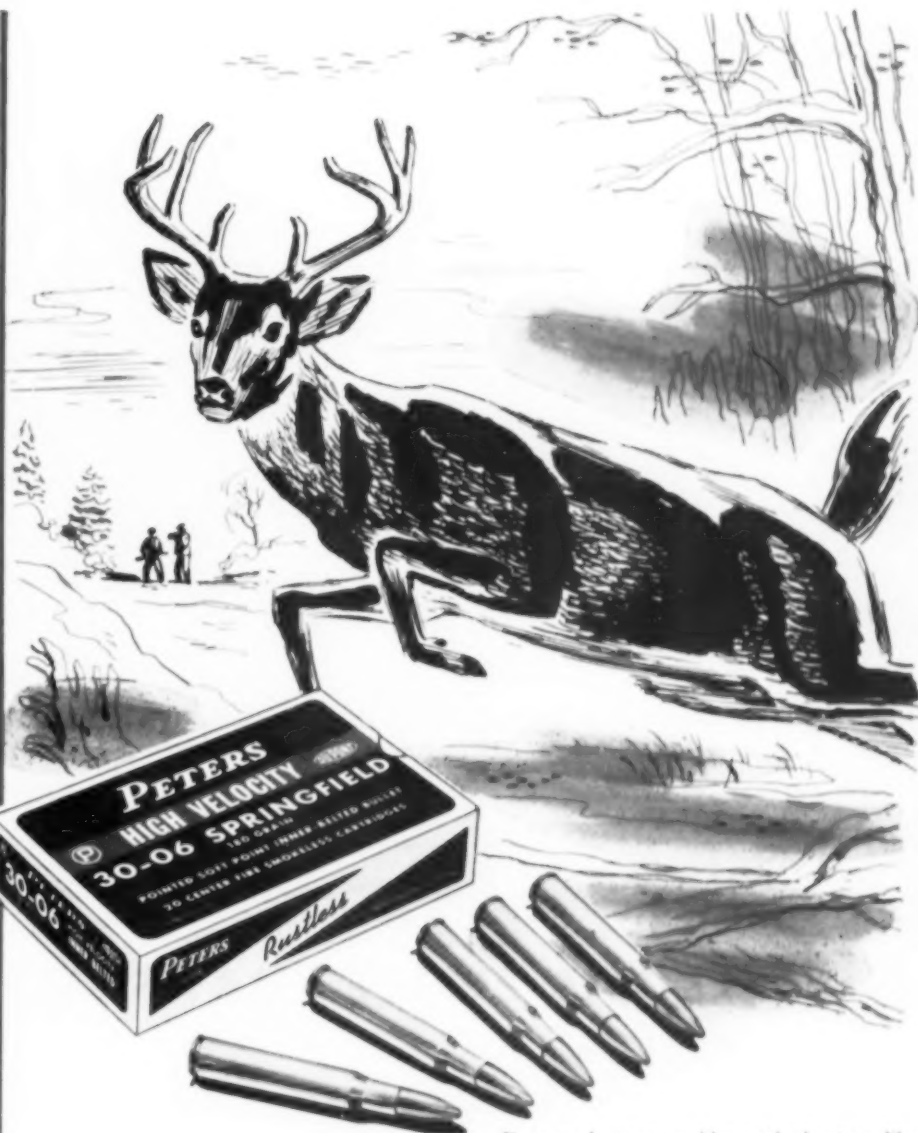
Lon L. Imeson
Wyoming



Clyde Kitchens
Louisiana



Ward Gay
Alaska



**These big game
hunters support your
Peters "High Velocity"
center-fire sales**

Famous hunters, guides and shooters like these know the value of power and accuracy in their ammunition. That's why they all choose Peters "High Velocity" ammunition when they're out after deer, bear or any big game.

What's more, they're telling your customers why it pays to shoot Peters. Every month colorful advertisements featuring these shooters and hunters appear in America's leading outdoor magazines.

It all adds up to powerful sales for you. So check your supply of Peters big game ammunition. And while you're at it—make sure you have a good stock of the entire Peters "High Velocity" line.

Peters

sales
PACKS THE POWER!

PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



"the best fence
I've ever used"

says Frank Fenderson, 4016 Turner, Swainsboro, Georgia



"the best fence
I've ever sold"

says Fred A. Brown, Fred Brown & Son, Chocoma, Georgia



SELL THE FENCE THAT SATISFIES

FARMERS— the largest users of fence—like the way DIXISTEEL Fence is made, because it goes up right, stays tight, and lasts for years.

HARDWARE MEN— the largest sellers of fence—like the way DIXISTEEL Fence moves. There is no question about quality, no question about profit.

Sell the fence that satisfies you and your customers—DIXISTEEL. Order it from your wholesaler. Feature it in your store.

GOOD COMPANIONS—
DIXISTEEL Barbed Wire
DIXISTEEL Staples
DIXISTEEL Nails



MADE ONLY BY THE

ATLANTIC STEEL COMPANY

P. O. BOX 1714, ATLANTA 1, GEORGIA

The store "took on"
a few power tools
20 years ago—now
it is a center for
this fast-growing,
profitable trade

By J. H. Reed

Texas dealer outlines formula for **Selling More Power Tools**

MORE THAN 20 years ago—so long ago, in fact, that no one connected with the store now recalls exactly how it came about—the Sam Speir Hardware Co., San Antonio, Texas, "took on" a few power tools, selecting a leading line as the one best suited to its trade.

At that time, home woodworking was not the hobby that it has since become, but there were a few people who would want a circular saw or maybe a band saw for a hobby shop and it was in response to this occasional demand, rather than with an idea of making power tools a large selling item, that the store entered the field.

But the two or three items that the store stocked—and kept more or less hidden away in the rear of the store—did two things for the Sam Speir Hardware Co. It enabled the company to grow with the increasing demand for power tools. And it made the company a center in the Southwest for these

items. To many people, the words "Sam Speir" and "woodworking equipment" became synonymous. And the store has grown steadily as a power tool center.

Today the few machines carried are now represented by a stock of tools valued at \$5,000. From the rear of the store, woodworking equipment has been steadily "ad-



Veteran hardware salesman Paul Moore takes the necessary time to demonstrate fully a power tool to an interested prospect. Here he gives careful instructions while the customer tries his hand at operating the machine



Salesman Moore points out additional details to customer. Operating instructions also are left at the customer's home at the time the machine is installed. The company installs each piece of equipment

vanced" until now it occupies the "place of honor" at the entrance of the store. And a whole section behind the tools is filled with parts and replacements for tools that the store carries.

Several factors are involved in the success of the Sam Speir Hardware Co. with this line, according to Hugh Haddow, store manager.

"Power tools," says Haddow, "are not a seasonal, but an all-the-year-around selling item."

"The heavy season, of course, is Christmas, when many people will want to give a piece of equipment as a present to someone who has woodworking for a hobby."

"But there are always people who would like a new machine for a birthday present and birthdays, as you know, come the year around. Then, too, there are people who have been wanting a circular saw or a planer for a long time. They may get a raise or get a little extra money from some source and feel they can afford one. So we sell equipment all the year around."

The first thing, Haddow contends, is to get a good line. Although his present line was taken on long before he became manager, he has never had cause to regret it, add to it, or change it.

The second important factor is to always have at least one tool in stock.

"Woodworking equipment," says

Haddow, "is heavy. It also is rather bulky, not to mention the fact that it is relatively expensive. For these reasons, it is not desirable to keep too large a stock on hand. However, it may take several weeks to get a new tool in for a customer if we are out of stock. So it pays to keep careful check on stock at all times."

"When we find that we are down to one item in stock, we promptly reorder. And if we sell two items the same day—as sometimes occurs—we order two so that we always may be at least one item ahead of the demand."

What sells power tools?

"Gain a reputation as a center for such equipment," Haddow says. "Have a well-rounded stock. But, above all, have the stock where people can see it."

"People need to be reminded. The woman who does not know what to get her husband for birthday or Christmas may see a press drill and remember that is just what he would like to have for his shop. The man who comes in to buy a hammer or a saw may be fascinated by an all-purpose power tool and buy it on the spot."

"People just passing by may notice the jig saw in the window and determine to buy one the next time they come in. You never know. But—if you don't display your merchandise, few people are (Continued on page 56)



The bookkeeper, Moore, and customer arrange for financing his purchase. All tools are sold on a 30-, 60-, and 90-day term basis, up to \$100. All over that are turned over to the bank to avoid long term payments



Customer here indicates to salesman his selection from the 25 fan models on display

Customer satisfaction is the key to building greater volume of fan sales, Owner F. C. Peters believes. By offering a "trial without obligation," he finds that 80 percent buy after a trial

By S. W. Ellis

Services Are the Answer *to mail-order competition on fans*

TRIAL WITHOUT obligation, correct installation, and full instructions as to use when the fan is placed in the customer's home is the basis upon which F. C. Peters, owner of the Peters-Baldwin Hardware Co., Russellville, Ark., has built important volume on window fans.

"Knowing from experience that the user will be disappointed if the fan does not come up to his expectations immediately," Peters explained, "we will not sell a window fan unless we install it and make sure that its correct operation is understood."

"This is our successful answer to mail-order competition which, naturally, is strong in an agricultural area like this. We want our share of window fan volume and we get it by giving service that the mail-order people do not offer."

Few customers, he insists, can install the fan for most efficient operation. Although he makes no charge for his installation service, he wants every customer to have



Owner F. C. Peters discusses with customer the oscillating fan which she thinks will be the most satisfactory for her needs. A complete display of these fans is shown, as many window fan customers, particularly those who own large rural homes, often buy these in addition



it as he feels that it pays off in the long run. Sometimes a customer, driving in from a rural section to buy a window fan, feels that he can install it himself. This is discouraged, however, because Peters does not wish to run the risk of the customer failing to install or use the fan properly. Rural people are buying more window fans now than ever before, and this dealer wants farmers in his territory to have complete faith in the efficiency of the window fan.

"This three-year-drouth in the Southwest has given window fans a tremendous boost. There was a time when farmers thought they did not need window fans. Now they are learning that exhaust fans are invaluable in hot weather, especially at canning time. We're teaching the farmer and his wife that a good exhaust fan keeps the kitchen cool and the house livable when temperatures soar above 100 degrees.

"We sell air-conditioning too and push it as hard as we push window fans. But, at this time, we find that the average farmer does not want to invest in air-conditioning. He's all set in this area though for a window fan. He has seen his neighbors use fans that we have installed and he wants one too."

The driver who delivers the fan as well as the appliance salesman who sells it does not leave the house until he is certain that every adult member of the family understands thoroughly how to open and close windows in order to get the full benefit from the window fan.

In large rural homes two fans



Peters provides a good demonstration of the window fan in action as he points out to customer that it is used to cool his store—top photo. Below, a typical summer window display shows two styles of window fans, together with summer furniture and supplies needed for outdoor living

sometimes are bought or a second circulating fan is bought to use in rooms that might be cut off from the window exhaust fan while the fan is being used to cool the kitchen or the dining room to a desired degree.

Because Peters feels that the purchase of a second circulating or oscillating fan often is needed to give better cooling service for the entire house, he shows complete displays of both in the store. After the customer has selected the window fan, he is given a demonstration of the circulating or oscillating fan and is told how conveniently it can be added to the first purchase, the whole to be paid out in monthly payments.

Because trial-without-obligation is promoted extensively, most customers want the trial before they buy. Of those who have the fan installed in their homes, 80 percent buy it after trial. Peters breaks down the remaining 20

percent who do not buy into two classifications. Half of these expect too much of the fan. They believe that ocean-cool breezes can be had in every room of the house during midday with temperatures over 100. The other half are not prepared to pay the 20 percent down payment.

"We require 20 percent down," Peters explained, "because the large down payment prevents default. With a much smaller down

payment, some customers would use the fan a month or two in hot weather and then turn it back. We're not renting fans and we don't want repossessed fans on our hands."

Fans in two well-known national brands are sold at list price. Peters feels that customers do not expect cut prices when the dealer is prepared to give the best of service.

Service includes excellent repair work. Although window fans are practically trouble-free, Peters urges his fan customers to have them cleaned, oiled and adjusted before starting another season's use. For \$2.00 he cleans, oils and removes the vibration. One mechanic takes care of this, going to the homes of city customers. Rural customers are asked to bring their fans to the store.

For promoting fans, Peters relies on rather outstanding display in the store, direct mail circulars,

(Continued on page 58)



After selling \$900 worth of outdoor cooking appliances in less than six months, Loren Peek, shown here with Mrs. Peek, discovered that with proper promotion this merchandise can be a year-round line in the South. Once a customer has purchased a barbecue grill he returns frequently for accessory items such as those shown on display in the picture below

By Baron Creager

Selling Outdoor Cooking

IT WAS ALMOST entirely through accident that Loren Peek discovered the easy volume possibilities in outdoor cooking appliances—barbecues, in fact—but after the discovery his Peek Hardware in Oklahoma City, Okla., sold \$900 worth at the standard margin in less than six months.

Something else he discovered is that barbecues are not seasonal in a strict sense. Peek sold some for Christmas presents and birthday

For the man who wishes to show off his culinary powers the season never ends. Barbecue grills and accessories are good year-round gift items

and Father's Day presents. In one week of last February he sold three and at that time one was sold on a lay-away basis. It is not unusual to have two in the stock room on a lay-away plan, regard-

less of the particular season.

Peek explained that this is not a seasonal line because, even though Oklahoma has more inclement winter weather than other areas

(Continued on page 60)



To attract and hold their customers

They Go



Modern new fixtures, made by the store, provide better arrangement of tools, paints, and related merchandise, shown above. Up-to-date appearance of the appliance and gift departments, below, attracts customers instantly

By W. M. Massey

"I KEEP modernizing to increase store traffic," says Leonard B. Housel in reply to a direct question concerning his thriving Gordo, Alabama store. The answer is significant in that Housel Hardware Co. already does an annual volume of approximately \$250,000 in a town of 950 population—and that means a lot of store traffic.

Housel, who founded the Gordo store in 1933 as the first of a chain of three stores, explains the reasons behind his present modernization plans which will cost around \$8,000: "We already are selling to the third generation and as these new customers grow up we have to grow along with them if we want to hold their business. They want brightness and sparkle in a retail store. What was good enough for their grandfathers in a hardware store isn't enough to capture and hold this generation's trade.



Annual Volume - - \$250,000
Population of town - - 950

On Modernizing



Formerly a nondescript old brick building, Housel Hardware Co., above now attracts passersby with its new, impressive front of modernistic design. In the new gift department, below, the four-tier display fixtures, bought 25 years ago, were found to be especially suitable for Housel's needs and were painted to match other fixtures

adjacent unimproved property which had been a sort of blind alley and eye-sore. This provided ground level space and window display for an enlarged gift department after it was moved from a former location on the balcony.

2. New wall shelves, conveniently designed, provided better use of wall space, more merchandise on display and better related displays.

3. Window display was more than doubled and arranged so that seasonal displays or unrelated merchandise could be displayed on both sides of the entrance.

As Housel explained, the window arrangement was one of the difficult problems to be solved in the modernization program. "I wanted to use an all-glass front to make the new interior show up and provide maximum display window space, but a straight line glass wall

was hardly feasible because the sidewalk in front was a grade, sloping to a lower level on right of store front.

"While pondering the problem I saw a picture of a remodeled store front in SOUTHERN HARDWARE that struck me as being just what I wanted. I liked the translucent material for the front and used it for the front above the marquee. Providing a vestibule solved the sloping sidewalk problem and gave me the window display I wanted. To cover old walls inside the windows I used peg-board, and to cover the exposed old brick east stone was used."

The marquee, supported at the front edge of the sidewalk by steel columns, ties together the store and the addition on a 50-foot frontage. It makes outside display of seasonal merchandise practical, protects windows from the hot summer sun and is a feature that appeals to the trade in a small town.

"The enlarged gift department was Mrs. Housel's idea," says the owner, "and I think such a department should be handled by a woman. Mrs. Housel attends gift shows for the latest in merchan-

(Continued on page 62)



Rental Service

gives that edge on competition

WHEN RESIDENTS of Hattiesburg, Mississippi and vicinity need anything from crutches to punch cups, they rent it from Polk Hardware & Implement Co. And from this service, the store's sales volume is rising rapidly despite stiff competition from larger hardware stores and chain and mail order outlets.

More than 20 different items can be rented from Polk's at reasonable rates—and the list is still growing. A woman employee who handles the rental service is constantly on the alert for new items which can be rented profitably by the store.

Rental items can be reserved by telephone as much as a week in advance, but they must be called for and returned by the users. This builds up store traffic which results in profitable sales. The store also has found that after renting an item a few times the customer often comes in to purchase a similar article.

This is particularly true of vegetable dishes which are rented at frequent intervals. A customer who plans to entertain friends or relatives may find she does not have a suitable serving dish for vegetables. She rents one from the store for a couple of days and finds it so useful that she purchases one as soon as possible.

Punch bowls are one of the items most consistently called for. Fifteen punch bowls, renting at \$1.00 per day each, are available. Punch cups rent for two cents each. Since the store sometimes rents as many as 300 for a single party, 500 are kept on hand. Breakage resulting from constant use requires replacement of the punch cup supply every 12 months. Customers are required to replace



Punch bowls are in constant demand for the various functions around Hattiesburg. Customer above checks on rental prices for the bowl, ladle and cups and reserves the required number for a certain date

broken or damaged rental items. Polk's also has eight plastic punch ladles which rent for 15 cents per day. Glass ladles were tried at one time, but were discarded because of their high breakage rate.

During Christmas and graduation, the store has difficulty filling the demand for punch bowls and accessories. Sometimes a single punch bowl is rented to two customers during one day. The punch bowls are in constant demand by

the fraternities of the two colleges located at Hattiesburg and by other school, church, and civic groups.

Cups and saucers and sherbet dishes—each two cents items—are in frequent demand. The store also keeps a supply of 350 salad plates and a large supply of stainless steel spoons, knives and forks. These rent for two cents per day. Five and six gallon crocks for mix-

(Continued on page 62)



These progressive Memphis stores find that most "shop-pers" come in to buy

By Richard Lane

Build store traffic with

Window Displays



Paint, in top picture, makes a solid contribution to sales at Stewart Bros. and rates space in one of the six large windows throughout the year. Housewares are featured in window arrangements such as that shown above and provide a steady volume

HAVE YOU ever noticed how many—or how few—people pause to look at your store windows?

Why not look at your windows yourself, and then look at the windows of some of your more progressive competitors? That's what the man on the street does. What you see may open your eyes to more business.

Many neighborhood hardware stores have found the easiest way to increase store traffic is to go after the sidewalk traffic by arranging attractive window displays. And, to the surprise of some dealers, old standby items bring in lots of shoppers when properly displayed.

Several hardware stores in Memphis—yes, they are among the better ones—put more than usual stress on window displays. They have found by customer tests that it pays. These stores are quite will-

ing to pass along their successful ideas. Chances are you'll find them successful when adapted to your windows, too.

Stewart Bros. Hardware Co., Memphis' big Crosstown store at Madison and Cleveland, has had exceptional success with several window displays in the spring. In charge of window arrangements at Stewart Bros. is Dewey Lampkin, veteran salesman who is well known in the city as an outstanding hardware window display artist.

One example of this store's spring gardening window which produced much business had colorful seed packages zig-zagging on wires from the floor to the top of the window. The display was a real eye-catcher for passersby. Also in the display were garden hose (it was an early, dry spring in Memphis), a rake, hoe, spade and cultivator along with watering cans and fertilizers. It was enough

to make the home gardener fairly itch to put out radishes, lettuce, onions, etc.

Lampkin's gardening displays are always forerunners of spring. Just like the first robin, a Stewart Bros. gardening display is a sure sign that spring is on the way. Lampkin believes in getting the jump on his competition. However, one recent spring he had his gardening window arranged so early that a late snow brought him much good-natured kidding from customers—such seed requests as "Iceberg" lettuce and "cool" cucumbers. But when the snow melted and the ground warmed, those customers knew Stewart



This window of the Howard Morris Co. displaying picnic items brought passersby in to "do something about" the holiday feeling it gave them

Bros. had what they needed for their gardens.

Lampkin is fortunate in having six large windows to give him full opportunity for unusual and timely displays. Lampkin believes in mass displays, frequently concentrating on one item for each window. He finds this unusually effective. Shoppers simply seem unable to pass by without looking at the windows.

For example, Lampkin recalls one window display that sold 10 dozen folding clothes dryers in less than two weeks—without a cent of advertising, mind you. There was no shortage of clothes dryers, but the store's unusual display impressed customers with the fact that they were available in a great quantity.

The same mass display technique is used for kitchen utensils.

A popular display at Stewart Bros. is gas logs and andirons. They always sell well. Stewart Bros. doesn't stop displaying logs and andirons when warm weather arrives. Frequent summer window displays of these two cold weather items keep the store's volume high the year 'round. The summer displays catch the eyes of new homeowners who don't want to wait until fall or winter to buy andirons and gas logs for the new living room!

Tools also are good window lures at Stewart Bros., which is located at a busy street railway transfer point with store windows facing on two thoroughfares.

The store literally was "built up"

on paints and varnishes and builders hardware. It has handled the same line of paint for 66 years. One of the store's windows is devoted usually to the paint line, sometimes combined with floor waxes and polishes. It's a good year 'round theme.

Last spring it did especially well during the city's Clean-Up, Paint-Up, Fix-Up Campaign.

Lampkin's success formula with windows is simply this:

"Our window displays are changed on an average of once a week in order to keep down dust and at the same time give the passing public something new to look at. With windows changed frequently, the public gets in the habit of looking to see what's new.

We keep our windows well flood-lighted, too, each night until 9 o'clock.

"Often to keep a good display from going stale, we merely move it from one window to another, making minor changes. By having windows on two streets, this can be done easily and to good advantage."

The Howard Morris Co. of 3523 Walker greeted hot weather this season with a display appealing to the backyard barbecue or picnic devotee. The store arranged several well-built picnic tables on the lawn in front of the building and backed them up with an effective window arrangement of a portable barbecue pit and various cooking equipment.

Morris is a firm believer in clean, attractive window displays as sales boosters. The store has two large windows and changes its displays regularly.

Another prominent Memphis store with a reputation for unusually good window arrangements is Southern Hardware & Supply Co., operating at two locations, 2472 Poplar and 1573 Union.

Co-owners E. B. Thorne and Dan Wagner take advantage of night shopping crowds at the store on Poplar, located in a busy shopping center. This store stays open nightly until 9, mainly to take care of television customers. Southern Hardware & Supply Co. has its own "Television Theater" display room and is one of the city's leading TV dealers.

As hot weather arrived this spring, the store used one of its big windows for a backyard swim-
(Continued on page 64)



Southern Hardware & Supply Co. made an early bid for summer customers with this colorful display featuring a wading pool and lawn furniture



Officials of the Southern Wholesale Hardware Association*

Palm Beach Convention

HAVING SUCCESSFULLY weathered last year's minor business "recession," delegates to the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association generally look for continued high-level business activity in the period ahead. The two associations met in Palm Beach, Florida, April, 10-14.

While there was renewed emphasis on the need for improved selling and sales promotional activities, there was, at the same time, full recognition of the fact that net profits have suffered during the last several years.

However, pessimism was not in evidence among visiting wholesalers and manufacturers as the convention got under way with the now traditional reception on Sun-

day evening, April 10. This event was largely attended as usual, though convention registrations were slightly below those of the meeting held in Palm Beach in 1952.

In his president's address to members of the Southern Association, R. M. Miller, stressed the fact that "business in general in this country is still riding on the crest of a long-sustained wave of prosperity" which may continue for a long time to come. At the same time he warned of certain factors which might tend to slow down the nation's economy later in the year. Mr. Miller deplored the decline in net profits and stressed the fact that businessmen must continue to find ways of streamlining operations so as to assure a reasonable return on investments.

"Our traditional method of distribution from manufacturer to wholesaler to retailer has met the test of keenest competition in the past. There is every reason to believe it will continue to meet the test in the future," he said.

In the first joint session of the two associations on Monday night, April 11, delegates heard an address by Clement D. Johnston, president of the Chamber of Commerce of the United States. Discussing "The Fabulous Future," Mr. Johnston urged that people not rely on big government, but instead maintain a system of free

enterprise which, in essence, is the American way of life.

In Tuesday morning's joint session, Richard Harkness, chief of NBC's Washington news bureau, in his talk, "Behind the Scenes in Washington," declared that the nation is perilously close to war in the Pacific despite contrary statements by the Administration. He said that Formosa must be protected, or the safety of the nation will be seriously endangered. The administration must defend Formosa and thereby risk a big war, or see Formosa fall, which, in turn, means a break in our island chain of defenses.

In a joint session on Wednesday, Allan B. Kline, former president of the American Farm Bureau Federation, talked on "Business and Politics." He stressed the importance of a sound agricultural program while deploring any theory that would lead to a subsidized over-production of farm products. Since effective government programs can come only from competent government representatives, Mr. Kline urged people to actively participate in government.

Because the subjects to be discussed were of interest to manufacturers as well as wholesalers, meetings of the Southern Wholesale Hardware Association on both Tuesday and Wednesday mornings were open sessions.

The Tuesday morning meeting

*Left to right, seated: Charles E. Nash, executive committee; S. D. May, first vice-president; R. M. Miller, president; T. W. McAllister, managing director and treasurer; and F. C. Barksdale, advisory board. Standing, left to right: A. C. Rankin and Edmund Orgill, advisory board; A. L. Carr, executive committee; E. R. Courtney, new member of the executive committee; W. H. Terstegge and R. H. Baker, advisory board; R. C. Neely, Jr., executive committee; and H. J. Allison, advisory board. Missing is John W. Sheffield, new member of the executive committee



Richard Horkness

featured an address by George D. Wilkinson, a management consultant. His subject was: "A Profit Improvement Program." The second speaker, W. H. Gove, EMC Recording Corp., who appeared through courtesy of Minnesota Mining and Manufacturing Co., gave a humorous talk, entitled, "You Make the Difference."

In Wednesday morning's open session of the SWHA, delegates heard discussions of such subjects as salesmen's compensation, sales promotion help for dealers, and an address by R. M. Oliver, Manager of Portable Appliances, Westinghouse Electric Corp.

In their final business session on Thursday morning, members of the SWHA heard discussions on the returned goods problem, salesmen's samples, housewares clinics, cost control, and employee relations, then were given reports by officers and committees.

The report of the nominating committee was accepted unanimously with R. M. Miller being continued in office as president for the ensuing year. S. D. May was re-named first vice-president and W. W. French, Jr., second vice-president. T. W. McAllister will continue to serve the association as managing director and treasurer.

E. R. Courtney and John W. Sheffield were named to the executive committee replacing W. E. Smith and H. B. Horsey whose terms had expired.

Other members of the executive committee are: Charles E. Nash, W. J. Stauffer, Aubrey L. Carr, and R. C. Neely, Jr.

Excerpts from the Address of Clem D. Johnston

NEXT TO Christianity itself, the most revolutionary force in the

world is Competitive Capitalism—what we call "Free Enterprise" or "The American Way of Life."

Most of us picture capitalism to ourselves as a conservative reactionary principle and a "planned economy" as a radical, progressive principle.

Actually it is just the other way around. Capitalism is inclined, for better or worse, to liberate forward-driving forces; a planned economy is inclined to put artificial restraints on those forces and to crystalize them at a given point.

I'm not claiming that free competition and the millenium are one and the same thing, but, on balance, the net result of full and free competition is more goods and services, better goods and services and, most importantly, enhanced human happiness.

My definition of Democracy is "Opportunity for excellence in performance and a fitting reward therefor."

Conversely, we should recognize that the controllers . . . are in essence reactionaries, whose efforts will, in final analysis, tend to lead us back to the bondage from which mankind has so recently emerged. The sheeplike trust of people in the omniscience of government is one of the incredible and tragic phenomena of our time.

How do we achieve the maximum in imagination, vitality and faith?

If free competition is the answer, as I believe that it is, let's permit it to operate.

Competition is the healthiest thing in the world.

When you accept in your heart the idea that government can do more for man than he can do for himself, you are signing your name to the death-warrant of freedom.

Today, there is an enormous concentration of power in the nation's labor organizations.

Unions have gained what is in effect a monopoly control of work-



Clem D. Johnston

ers in coal, in motor truck transportation and many other industries. They have demonstrated that they have the power to disrupt the national economy almost at will.

I am sure that no one would propose to disturb those union activities which are directly related to representation of employees in regard to wages, hours and working conditions. But union activities which are not related to these objectives and which are clearly contrary to the public interest should be prohibited.

Equality before the law and the public interest require the imposition of equivalent controls on these practices when engaged in by labor organizations. The interest of all the people is above that of any segment or class in society.

We also have cause for concern in the fact that government control and progressive taxation of confiscatory rates leave little incentive for bold undertakings.

We are running a great risk of quietly becoming a socialistic nation through the back-door medium of confiscatory taxation that does things to a man's spirit as well as to his pocketbook.

Socialism may well be defined as competition without prizes, boredom without hope, war without victory and statistics without end. It is not only politically false — it is morally destructive.

Socialism and communism won't work because socialists and communists won't work — the incentives are lacking.

The philosophy that everyone — regardless of how much work he does or how well he does it — should have an equal share of everything — has made tremendous progress.

Security has been set as the goal instead of progress.

We applaud those who promise



Allan B. Kline

us freedom from want and freedom from fear, blithely forgetful of the fact that we can have those two only at the cost of a more important freedom — our freedom of action.

As I look at this indefinable thing that we sometimes call the American Way of Life, I can see at least five essentials, none of which can be violated if our system is to endure:

The Dignity of Man, Faith in the Capacity of Man to solve his own Problems, Equality of Opportunity, Social Change must take place by Persuasion, and Maximum Opportunity.

Beware of those who promise you something that does not belong to them. Our danger is not from any dramatic abandonment of our American Way of Life but from a leaking away of principles — a creeping socialism that almost imperceptibly engulfs our nodding citizenry.

Competition is re-asserting itself. We are probably going to see a noticeable increase in business casualties as we shift from a seller's market irrigated by large government spending back to a buyer's market and tough competition.

They are offset a hundred-fold by the development and expansion that is taking place all about us.

We have every reason to be happy and hopeful — if we work at our job.

The more than three billion dollars that industry is spending each year in research is providing new products, new frontiers for our youth, opportunities far surpassing those provided to our pioneer ancestors by the Western frontier.

Cheap atomic power will soon be readily available for easy installation in even the most remote parts of the world.



R. M. Miller
President, the SWHA

What are we going to do about our new world — our new universe? There is no evil in the atom. The evil is in the hearts and minds of men.

Shall we allow the present-day inquisitors to stifle our bright dreams and frighten us away from new adventure?

A false concept that should be eliminated from our structural material is the idea that the world owes a man a living. That concept seems to have its greatest vogue in the capitalist countries where doles and unemployment benefits have increased in amount to where they sometimes almost equal the amounts received by the individual when fully employed.

With the new techniques that are now available, with the inexhaustive power of atomic energy soon to become available, industry and agriculture will undergo decisive transformations. Poverty can be abolished if men are willing.

The New Renaissance — the Golden Age — is within our grasp if we allow the imagination and the enterprise of man to soar beyond the mountain tops and over-

reach the clouds — risking personal disaster in the quest of shining rewards.

Excerpts from the Address of Richard Harkness

DESPITE WHAT the Administration says we are perilously close to war in the Pacific. In fact the White House already has under study a system of controls which could be put into effect immediately. These controls would include the allocation of materials and probably rationing.

Since the days of the Truman administration our foreign policy has been simple. Its aim has been to preserve our liberty and our standard of living. And there has been no real change in foreign policy under the present administration.

Because of the many aspects to be considered, peace is too serious to trust alone to the politicians and the military men. Any problems likely to involve this nation in war should be submitted to the people for decision.

The problem at hand is not complicated. The protection of Formosa is essential to our safety. In Washington there is hardly anyone who does not believe firmly that China will attack Quemoy and Matsu. China proclaims this intention of taking Formosa over the radio and in banners which hang in the streets of cities in China.

On the other hand, Chiang will defend Formosa. When this happens the United States is in the war. We must decide whether to fight or defend the outer islands. We should and perhaps must.

There is no assurance that the



Convention delegates enjoy lunch on the Billmore's Cabana Terrace



Franz Stone
President, the AHMA

decision to defend these islands now holds. It is possible that our allies may have backed out on us.

If Formosa is attacked and we retaliate, small atomic bombs probably will be used. Actually the United States can threaten, through unlimited bombing, to wipe out the entire industrial potential of China.

Three of the four members of the joint chiefs of staff favor this action. Ridgeway dissents, feeling that involvement in the defense of the outer islands would force use of U. S. ground troops.

If Formosa falls, breaking our island chain of defense, the defense of the nation falls all the way back to the Golden Gate.



Excerpts from the Address of Allan B. Kline

THERE is no business that has become so political as that of farming. Farming is a business — and one of considerable expense. For example, gross income from farming is about \$30 billion dollars annually. Of this, expenses take \$20 billion, leaving farmers a net income of \$10 billion.

Actually, farmers are caught in a real cost-price squeeze. Farm production expenses have continued to go up while prices have come down. Aiding the farmer is increased efficiency of farming operations and increased production per man hour.

We have been producing five to six percent more than has been used, so naturally we have a surplus. To convince farmers that this is good for farming is ridiculous. Production is good only when needed. We must have progress in realism among farmers to wipe away any idea that subsidization

is a good thing.

If we can have a period of reasonable prosperity agriculture will readjust from the war period very well. But it is shown now that you cannot control inflation by controlling prices. This was clearly shown in the period following the outbreak of war in Korea.

This is a great nation because it is made up of a system in which it is the individual that counts. It is great because it has a private enterprise system in control of the people.

In the past few years America has been responsible for the survival of freedom in the world. We are dominant in the area of trade and we have chief responsibility in the field of ideas.

As citizens we have to deal with politics, and we must get into politics if we expect our system to continue to work, for the whole question of personal freedom is being decided. We must have competent and honest government representatives. To assure this, people must be active in politics.

Open Business Sessions Held By Southern Wholesalers

A LARGE NUMBER of manufacturers joined with wholesalers in attending the SWHA sessions on Tuesday and Wednesday mornings. These sessions had been planned to include features of general interest to both wholesalers and manufacturers.

President Miller presided over both sessions, and excerpts from his president's address which opened the Tuesday morning session are given on another page.

The Tuesday session featured discussions by George D. Wilkinson, a management consultant, and W. H. Gove, vice-president and sales director, EMC Recording Corp. Mr. Gove appeared through courtesy of Minnesota Mining & Manufacturing Co.

In his talk on "A Profit Improvement Program," Mr. Wilkinson said that too frequently the middle man's function in our economy is not adequately explained, with the result that he is a boogey man from the public viewpoint. However, his services are essential and should be emphasized.

Mr. Wilkinson explained that too frequently distributors say that they have two kinds of costs — purchases and overhead. A distributor overhead, he continued, is his contribution to the nation's economic system, and it is the distributor's duty to find ways of reducing costs so as to reduce the final cost to the consumer.

Private enterprise is what it is, he said, because businessmen have accepted the challenge to produce more efficiently at less cost.

Types of Competition

The speaker pointed out that every business man is faced with unfair competition and ignorant competition. The latter is most serious because it is the poorly managed business which resorts to price cutting in order to get business. This helps to pull profits down throughout an area of trade. When profit levels go down, the speaker emphasized, a business cannot pay the salaries that should be paid and cannot buy the new equipment needed.

Too many companies, he warned, are plowing profits back into departments which are not profitable. "As distributors you have a legitimate place in the economic picture," Mr. Wilkinson concluded, "but you must keep costs to a minimum."

Despite the fact that he kept his audience laughing continuously, W. G. Gove, in his humorous address on "You Make the Difference," emphasized certain essentials in successful selling.

The speaker pointed to the necessity of finding out what people



G. D. Wilkinson



Members of the Old Guard meet for their annual dinner

want, then making it easy for them to buy. In any sales procedure, he said: be yourself, be a good listener, service 'em to death, and ask people to buy.

May Speaks

Opening the Wednesday session, S. D. May, Bluefield Hardware Co., Bluefield, West Virginia, gave a report on "Salesmen's Compensation," his report being based on a recent survey of the association membership. The survey disclosed that compensating territory salesmen by straight salary, supplemented by no other form of extra payment, "is a thing of the past." Forty-four percent of the reporting members pay their salesmen a percentage of gross profits; 34 percent are paying territory salesmen a straight commission on sales, the rate of commission varying from two to seven percent; and 15 percent pay a salary plus expenses, the allowance for expenses per month ranging from \$250 to as high as \$750. About six percent of the reporting members pay their salesmen a percentage of net profits, all reporting drawing accounts of varying amounts.

Mr. May pointed out that a majority of the members participating in the survey do not furnish automobiles for their salesmen, and only a small number in each instance indicated that they give salesmen credit for phone orders and mail orders.

"Perhaps it is significant," the speaker said, "that only three members mentioned major appliances. Does this mean some members no longer sell them, or have we found that the profit is small and that we no longer give major appliances the front spot in our

sales effort that we did several years ago, when at practically every convention major appliances were the chief topic of conversation?"

As to what salesmen are actually paid, some members reported the percentage they pay, others reported the selling cost. Mr. May explained that "there can be a lot of difference" here and made no attempt to break the figure down, instead giving the average figure which was approximately five percent.

The next feature of the morning program was a panel discussion of "Sales Promotion Helps for Dealers," the panel of speakers including Charles E. Nash, Nash Hardware Co., Fort Worth, Texas, who presented material for W. E. Smith, Oklahoma Hardware Co., Oklahoma City, Okla., who was unable to be present; J. A. Chamberlain, Railey-Milam, Inc., Miami, Fla.; and F. V. Coke, Van Deren Hardware Co., Lexington, Ky.

In the material prepared by W. E. Smith and read by Mr. Nash,



S. D. May

it was pointed out that the first broadsides produced by Oklahoma Hardware Co. were 8-page, multi-colored pieces containing about 130 items and cost about \$25.00 per thousand to produce. The broadsides now being furnished to customers are only 4-page, 15 x 10", one-color in multi-tones with no more than about 35 items. These can be produced for less than half the cost in quantity runs.

The company has found that a smaller broadside is more adaptable for use by its dealers and has equal, if not greater pulling power than its larger issues. Each issue usually contains a few specially priced items, the balance of the items being offered at regular prices. These broadsides are designed as an advertising aid and do not require the dealer to stock many items he ordinarily would not carry.

The company also produces hand bills and special circulars custom-designed to fit the needs of its customers. In addition, it plans newspaper advertising and does the layout work for many of its customers. A sales clinic proved to be effective in passing along prod-



W. H. Gove



Charles E. Nash

uct knowledge to customers, and the company plans additional events in the future on various lines.

In his talk Mr. Chamberlain pointed out that Railey-Milam, Inc., sponsors two dealer circular promotions each year. Of the last circular produced, 12 salesmen sold 292,000 to 65 of the company's dealers. In producing circulars, Mr. Chamberlain pointed out that the most important thing is the selection of items. Each item, he said, should be judged as if it were the only item in the circular. He pointed out that his company attempts to find items that have not been "advertised to death." The number of items in a circular also is important. The company has gradually reduced the number of items featured and has noticed that dealer orders have increased as the number of items were decreased.

The pricing of items is important and the company has found a 25 percent cut in prices to be helpful, the decreased mark-up being divided between the company and dealer. No nationally advertised or fair-traded items are featured. To obtain merchandise suitable for sales the company is constantly on the alert for seasonal specials, show specials, close-outs and imports. It has found that manufac-



J. A. Chamberlain

turers are highly cooperative in making up something special such as sets and packages.

Bulky items are particularly good because they attract much attention. A fresh, local theme is essential, the speaker said, and the dealer should have some sort of a display kit to tie in with the circular.

Mr. Chamberlain mentioned the cancellation of the postal regulation that allowed a merchant to send advertising material to the occupants on a postal route. Dealers will now have to address each circular, or revert to the old method of hiring people to distribute the circulars from door to door.

The preparation of circulars was a relatively simple process, Mr. Coke said in his talk. For maximum effectiveness the wholesaler should choose for his circulars those items most suited to the particular territory. He stressed the importance of the use of pictures and advised wholesalers to build up a good picture morgue. The major problem in his company, he said, had been that of selling company personnel and dealers on the necessity of this type of promotion. The company now sells about 75,000 circulars in the spring and fall.

The final speaker, R. M. Oliver, Manager of Portable Appliances, Westinghouse Electric Corp., had as his subject: "Somebody Is Going to Get the Business." The change from a seller's to a buyer's market, the speaker said, is a mutual problem of production and distribution. Despite the fact that supply has caught up with demand the important thing to remember is that ours is a dynamic economy, and vast as the present plant capacity is the capacity of the public to consume is even greater. The speaker pointed out that in another 10 years the nation is expected to have 190,000,000 people, 137 million of them over 14 years old. Civilian employment will be 73 million and disposable personal income will be \$380 billion. Consumers in that period are expected to spend \$50 billion for durable goods. The total demand for goods and services will be \$535 billion, according to estimates.

As personal income has increased the use of electric appliances has grown steadily. Since 1930 the number of different appliances available has increased from 19 to 56 and the end isn't in sight.

The future for the industry looks bright, the speaker said. In the next 10 years the nation will have



F. V. Coke

25 million more people and six million more families. More people will be on the move into new homes and more money will be available.

In the next five years alone the industry expects to sell 428 million appliances.

"From every sign I can see on the horizon, it looks as if it can be done — and manufacturers, distributors, and dealers are organizing themselves to accomplish this job. It won't be easy — it will demand our best efforts," Mr. Oliver said.

♦

Annual Meeting of the Southern Association

THE SOUTHERN Association's final business meeting on Thursday morning, April 14, brought out a representative group of about 75 hardy members who had survived all the vicissitudes of the convention week. In addition to committee reports, election of officers and other routine business, the meeting was featured by scheduled talks and general discussions dealing with current operating problems.

In his report as managing director of the SWHA, T. W. McAllister spoke briefly and informally about



R. M. Oliver

association activities. A substantial amount has been added to the association's surplus during the last year, he pointed out; and in this connection it was explained that, as usual, the association's records for the last fiscal year, ending March 31, had again been audited and copies of the CPA audit had been made available to the executive committee and advisory board.

With reference to the convention, it was explained that attendance was below the all-time high record set at New Orleans last year, as had been anticipated, for two reasons: (1) the fact that the convention had to be held the week starting with Easter Sunday, and (2) the conflict with the triple industrial supply convention, which this year was scheduled to be held in Cleveland immediately following the hardware convention in Palm Beach.

Surveys to be Made

Most of the informal talk made by the managing director was devoted to an explanation of a proposed new association service — a series of membership surveys to be made by a firm of business management consultants. The plan contemplates surveys of the operations of a number of typical member companies in various classifications — limited, of course, to those who wish to participate. The resultant reports will be made available to the entire membership, without revealing the identity of any participant. Though details are still to be worked out, the plan is expected to be in operation soon.

The two scheduled talks at this session were by John Collar, sales manager of I. W. Phillips & Co., Tampa, on "The Returned Goods Problem," and W. D. Stuart, Jr., Richmond Hardware Co., Richmond, Va., on "Salesmen's Samples."

In his talk Mr. Collar explained that an analysis of credit memos made by his company revealed that most credits, 54%, were the result of errors and misunderstandings, while 45% involved defective or damaged merchandise. This indicated to the company that over half of its returns resulted from controllable causes. Then an analysis by salesmen was made showing ratio of returns to sales for each man. A report was made up which showed each salesman why the company had returns from his accounts and which also showed

Old Guard Members Honored



At a joint session of the two associations on Wednesday morning President R. M. Miller of the Southern Association awarded Roll of Honor pins to past presidents of the Old Guard. From left: Harry A. Taylor, George Barton, L. S. Pickup and Julian Scruggs. Harry A. Heffner, present secretary-treasurer, was similarly honored. A Roll of Honor pin was sent to the widow of the late R. R. Wendt, a past president of the organization who died in 1953.



John Collar

the salesman how his rate of returns compared with the average. Since the first report of credits and returns was issued the total has dropped from 2.62% of gross sales to 1.97%.

The monthly report is prepared as follows. All credit for the month are first divided between those involving merchandise returns and those where no return is involved. Those where no returns are involved are then tabulated by cause. This tabulation is by the number of items and amount of money separately. The credits involving returns of goods are then tabulated by salesmen. This tabulation is converted into decimal figures representing the ratio of items and money in each category to the total gross sales of each salesman.

Deploring the fact that many salesmen today do not carry samples, Mr. Stuart, in his talk, emphasized that the showing of a sample, no matter how large or small, can often be the starter of an order.

Until about three years ago, the speaker explained, his company sent samples to a salesman and charged them to his sample account. After the samples had served their purpose the salesman was supposed to sell the sample and report the sale. The company would charge the customers, who had bought the sample at a 10% discount, and credit the salesman's account. But this system was not satisfactory, for salesmen often would return samples as much as a year old. Often such an accumulation of samples had to be sold for more than a 10% discount.

Under its new system, the company sends samples to the salesman and charges them at 15% discount. The samples are then the property of the salesman, and he can dispose of them as he sees fit. Any sample that is not paid for within 90 days is deducted from the salesman's commissions.

Of the several subjects which had been scheduled for general discussion, principal attention was given to "Housewares Clinics." C. E. Hamilton, Odell Hardware Co., Greensboro, N. C., spoke enthusiastically about the successful results of a clinic his company held

early in the year — which, he said, was based on reports he had read in SOUTHERN HARDWARE of wholesalers' housewares clinics held in the Southwest.

The report of the nominating committee — composed of Robert H. Baker, chairman, A. C. Rankin, O. H. Mann and T. J. Kenny — called attention to the fact that two members of the executive committee had served the full three years which are permitted by the by-laws. To replace these two members, H. B. Horsey and W. E. Smith, the committee nominated E. R. Courtney, Watkins-Cottrell Co., Richmond, Va., and John W. Sheffield, Sheffield Hardware Co., Americus, Ga.

The report of the nominating committee recommended the reelection of the following officers and members of the executive committee: R. M. Miller, president; S. D. May, 1st vice-president; W. W. French, Jr., 2nd vice-president; Charles E. Nash, Walter J. Stauffer, Aubrey L. Carr and R. C. Neely, Jr.

The report of the nominating committee was approved by unanimous vote.

T. W. McAllister was re-elected treasurer and managing director in a brief meeting of the SSHA executive committee and advisory board, following the final convention session.

Old Guard Elects Eaves President

IN THEIR ANNUAL meeting on Tuesday morning, members of the Old Guard elected as president for the new year, Sam K. Eaves, manufacturers representative, Dallas, Texas. He succeeds Julian C. Scruggs.



Sam K. Eaves
President, Old Guard



W. D. Stuart, Jr.

W. S. Gardner, manufacturers representative, Chattanooga, Tenn., will serve as first vice-president. R. M. Barnes, manufacturers representative, New Orleans, La., was named second vice-president.

Harry A. Hoffner, Jacksonville, continues as secretary-treasurer while Charles A. Pitts also of Jacksonville, will continue in the office of assistant secretary-treasurer.

Excerpts from the Address of President Miller

BUSINESS IN general in this country is still riding on the crest of a long-sustained wave of prosperity. It may continue to ride high for a long time to come. Yet there are some factors which may suggest a bit of caution. Among these is the possibility . . . of a lower rate of automobile production and a lower rate of building activity later this year. But one can scarcely venture to appraise what is perhaps the most important factor of all, the international situation.

Last year brought only a very minor "recession." The decline in general business activity was much smaller than most people had anticipated. In that very fact may lie our best hope for a continued high rate of business activity during at least the next year or two.

1954 was a year of continued high volume in the wholesale hardware business. Sales were almost equal to the high level of 1953; and, generally, volume for this year is running ahead of 1954. But when we examine the profit-and-loss statements we find another and sadder story. Most reports are to the effect that the decline in net profits on wholesale hardware operations, which started some four or five years ago, has continued to date — with the probable

result that the 1954 average net after taxes was scarcely sufficient to return even a nominal 6% on the capital employed in this industry.

If we hardware wholesalers were alone in our present rather unhappy net profit situation, then we might have reason to question the future of hardware wholesaling. But we find the same situation prevailing in many if not most other lines of trade—and more particularly, in those dealing with the distribution of durable goods. Retailers of such lines are also experiencing the same trouble.

On the other hand it is a bit difficult for some of us to understand how the annual reports of manufacturers generally are showing net profits at all-time-high levels, and at the same time the distributors' net profits are dwindling. Perhaps the best explanation may be found in the fact that, though supply has long since caught up with demand, the manufacturers are still pressuring their sales organizations for record volume.

There is still another recent development in distribution — the discount houses — which will also not be too alarming to the older generation of hardware men. For they will recall other similar developments which, at various times, have seemed to offer a grave threat to our long-established system of distribution through wholesalers and independent retailers.

Mail order houses, chain stores, and now the discount houses, all have demonstrated that it is possible to reduce the cost of distribution, but only with the sacrifice of certain services which most consumers demand.

The immediate problem for most hardware wholesalers is to bring our operations back to a reason-



Harry Hoffner
Sec.-Treas., Old Guard

Here's how United States Steel is helping you promote the sale of pressure-creosoted wood!

By a consistent advertising program in leading farm magazines.

Through the use of testimonial-type advertisements United States Steel keeps reminding your farmer-customers about the advantages of pressure-creosoted wood and fence posts. This campaign, which appears in a number of leading farm papers, is seen by a diversified group of farmers every month.

By supplying farmers with free literature on wood for farm use.

Many helpful suggestions on fencing, field and pasture layout, and pole frame construction are covered in these three booklets, "Fence Planning Saves," "Fences That Pay" and "Build and Save with Pressure-Creosoted Wood on Your Farm." In addition they stress the importance of using pressure-creosoted wood for all types of fencing and other wooden farm structures.

By providing you with information on plans for pressure-creosoted farm and ranch structures.

By making available to you free newspaper mats on pressure-creosoted wood.

To help you reach your local farm and ranch market, United States Steel has prepared a variety of newspaper mats on the use of various kinds of pressure-creosoted wood. They are available free for your own use and can readily be used in the local newspaper over your own signature. We will be happy to give you more information about these free mats.

By showing you how other lumber dealers built successful businesses on pressure-creosoted wood.

Mr. W. H. Adams, Adams Lumber Company, Grant, Nebraska, has been in the lumber business for 50 years. During that time he has been successful in selling pressure-creosoted materials by convincing his customers of the long life of such products. "I recognize that a creosoted fence post is a superior product. I know of nothing better . . . it is one that I can guarantee; consequently, I do not have any difficulty selling it to our customers. They'll buy it on my say-so and because their neighbors have been getting twenty-three years of life from the ones they have bought."



Agricultural Extension Section
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

Please send me information on your merchandising program for pressure-creosoted products and the name of treaters.

Name

Address

City State

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Try this for service and supply

the new **SOUTHERN STATES IRON ROOFING CO.**

ATLANTA WAREHOUSE, NOW AT



DISTRIBUTED PRODUCTS

REYNOLDS ALUMINUM BUILDING PRODUCTS

A complete line of Reynolds products, including .032" industrial corrugated roofing and siding, standard corrugated roofing and siding, weather-board siding, rain-carrying equipment, reflective insulation, and others.

BUILDING MATERIALS

Plywood, flush doors, insulation, cedar shingles, louvers and ventilators, tension screens, plastic-coated panels, translucent glass fiber panels . . . made by the finest names in the industry.

REYNOLDS ALUMINUM MILL PRODUCTS

The most complete line in the South, flat and coiled sheet, angles, rods, tubing, architectural shapes, structurals, screw machine stock, wire, pipe.

MANUFACTURED PRODUCTS

STANLEY STEEL GARAGE DOORS

Built by SSIRCO to bear the most respected name in hardware, Stanley Steel Garage Doors combine top quality with the new look architecturally. Zinc-coated,



Bonderized and prime-painted, they're weather-stripped at the top, bottom and sides — all around. Each is individually cartoned for re-shipment and damage-free storage.



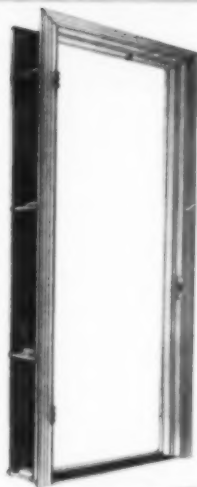
1530 ELLSWORTH DRIVE, N.W.

This tremendous building, the largest of its kind in the South, houses all of the building products distributed and manufactured by our company. Our complete facilities, larger than several football fields, offer you immediate shipment in any quantity of building materials and mill products which we stock.

Here is your one-stop, one-source supply house.

Visit or call us at our new Atlanta home. We think you will be amazed and pleased with our facilities, with our ability to give you immediate shipment on your needs. You can expect rapid service and delivery from SSIRCO.

STANDARD STEEL FRAMES



Both door and window frames in an exclusive classic moulded trim are available from our Atlanta warehouse. These 18 gauge cold-rolled steel frames are Bonderized and prime painted, ready to be slipped into rough openings, at installation savings of over \$4.00 per opening.

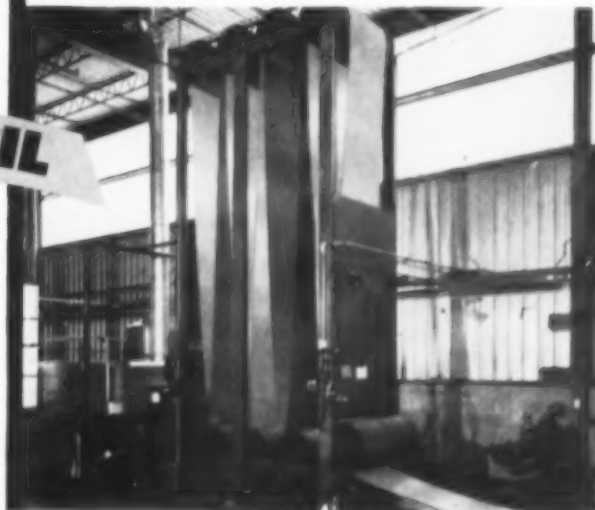
STANDARD STEEL CLOSET DOORS



The 20-gauge steel doors and the 18-gauge cold-rolled steel closet door frames are Bonderized in a five-stage process and zinc-chromate primed for long-lasting rust resistance in storage or on the job. Nylon rollers on door hangers glide door smoothly, quietly on extruded aluminum track.

COLORWELD COIL

Roller-enameled metal, in aluminum, cold-rolled steel, or other metals, is manufactured in our new Atlanta plant. Colorweld Coil is available in widths ranging from 1/2" to 36", in thicknesses from .016 to .040, in a variety of standard colors. With our extensive facilities, including large inventories of bare coil in most gauges and alloys, we can offer a practical, economical way to fabricate many products.



CHICAGO
Western Sales Office
1534 Menadnock Bldg.



NEW YORK CITY
Eastern Sales Office
50 Church St.



NORTH TONAWANDA
Central Sales Office
and Plant



now...

PROMPT PERSONAL SERVICE

You can be sure of getting your order of Buffalo Bolt Handy-Pack cartons when you need them because...

Our key personnel in branches and factory are set up to support you and your wholesaler with the finest and fastest service in the industry.

They'll give immediate, accurate price information...set up delivery dates...expedite shipment of the quality line of fasteners you can handle at a better profit.



BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

NORTH TONAWANDA, N. Y.

Making both FASTENERS & FRIENDS for 100 years

ably profitable basis.

The solutions to our problem may be difficult to find and still more difficult to apply. We must adjust ourselves to conditions with which most of today's business executives are not familiar. Profits have been made in an inflationary market despite careless buying and inefficient selling. The goal on which many if not most operators have fixed their eyes seems to have been volume rather than net profit.

Now we face the necessity of doing something to improve our net-profit percentages. And if there is any one solution to our present problem of "profitless prosperity" it probably is to get back to the basic principles of good business management.

The two factors which govern our net profits are margins, on the one hand, and expenses on the other.

Some wholesalers here and there have been giving considerable study to the possibility of reducing distribution expense through closer working arrangements with their dealer customers. The objective of such plans is concentration of purchases by the dealer with one wholesaler. For the most part the dealer would place his orders by mail. Of course, a portion of the hoped-for savings, if any, accruing from such a plan would be returned to the dealers.

Whether such plans can result in any appreciable reduction in distribution expense is still to be determined. But in this connection it may be pertinent to note that if we hardware wholesalers could dispense with the services of all our salesmen and still maintain the same volume of business, the resultant saving would be only about 3% of the consumer's dollar on the merchandise we sell through salesmen.

Whatever new plans or innovations we may have in mind, the basic policy which all must continue to follow is the twofold policy of extending best possible service to our dealers, on the one hand, and giving the most effective representation to our manufacturers, on the other.

We also must continue to make every possible effort to streamline our operations, speed up the movement of merchandise through our warehouses, improve our rate of stock turn, reduce manual labor in the handling of merchandise, cut down lost motion in our warehouses.

We probably must temper our



**"It breaks off
clean and easy,
without any chips"**

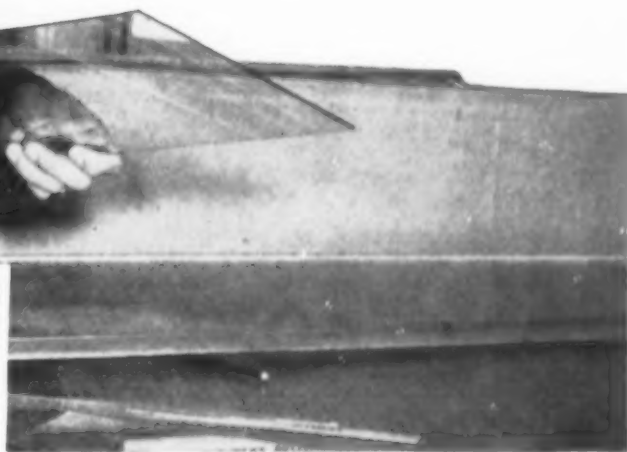
says **GEORGE MOSES**
of **Lorraine Hardware Co.,**
Richmond, Va.

**TRY THE
"BLINDFOLD TEST"
YOURSELF!**

Cut L-O-F first, last, or in-between the other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities. And send for your free booklet—"For Greater Profits in Window Glass".

Write Libbey-Owens-Ford Glass Co.,
608 Madison Ave., Toledo 3, Ohio.



"Brand 'Z' took very little pressure in scoring it. I just seemed to touch it, and it broke off clean and easy," said Mr. Moses.

Mr. Moses had just finished test-cutting four well-known brands of single-strength window glass. These brands were identified only by letters—W, X, Y and Z. He tried several cuts on each and picked "Z" as the easiest to cut, *every time!*

"Z" was L-O-F. Twenty-eight out of thirty dealers who took this test picked L-O-F! And with good reason. L-O-F Window Glass is annealed more slowly, more patiently. This extra care makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



LIBBEY-OWENS-FORD *the easy-to-cut* **WINDOW GLASS**



Never was a color

CIRCLE SEAL CANS HAVE
EXTRA SPACE TO ADD COLOR



INTRODUCTORY OFFER!

This complete stock of merchandise and sales aids comes with initial order:

- 144—Kem Tinting Color Tubes
- 1—Cascade of Color Display Rack
- 1300—Color Chips to fill Cascade of Color (Replacement chips free of charge)
- 1—Decor-Aider Color Harmony Book
- 25—Decor-Aider Color Chip folders
- 2—Replacement Order Cards for renewing chips

Special Introductory Price **\$63.50 net**



Simple "one-shot" system starts with color base. You use standard Super Kem-Tone or Kem-Glo colors and go from there! One tube only. No messy mixing. No need for short-filled white or gray bases.

system so simple and successful!

Dealers report amazing sales increases with Kem Tinting Color System!

Good-bye to messy measuring and complicated tinting! The Kem Tinting Color system has the answer—gives you tube tinting that's simple, easy to sell and profitable!

The Circle Seal cans of Super® Kem-Tone and Kem-Glo® already have room for adding the colorant! You simply add one tube and mix. Your customer gets a full quart or gallon *plus*! And never was a can so easy to open or seal tight! Your customers will appreciate it as much as you will!

This color system is simplicity itself and loaded with sales appeal! To make any one of 130 customer-tested shades, you simply add one tube of Kem Tinting Color to a quart or gallon of Super Kem-

Tone or Kem-Glo and mix. That's it!

You get all the selling advantages associated with the two fastest selling paints on the market, too. The Kem Tinting Color system starts with any one of the 24 standard colors of Super Kem-Tone or Kem-Glo! This gives you a complete range of selection, at a minimum investment. All you add to your normal stock are tubes, 8 colors in 3 sizes!

Order your initial stock now! And if you don't handle Super Kem-Tone or Kem-Glo, what's holding you back? Here's your chance to take the big step that has made more money for more dealers than any other line! Call your Kem Products Jobber, or contact one of the companies listed below. *Do it now!*

• The Sherwin-Williams Co.
101 Prospect Ave., N. W., Cleveland 1, Ohio

• Acme Quality Paints, Inc.
8250 St. Aubin Street, Detroit 11, Michigan
• W. W. Lawrence & Co.
1124 W. Carson Street, Pittsburgh 19, Pa.
• The Lowe Brothers Co.
424 E. Third Street, Dayton, Ohio

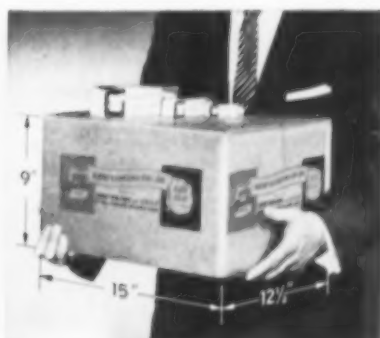
• John Lucas & Co., Inc.
1617 Pennsylvania Ave., Philadelphia 3, Pa.
• The Martin-Senour Co.
2520 Quarry Street, Chicago 8, Illinois
• Rogers Paint Products, Inc.
8250 St. Aubin Street, Detroit 11, Michigan



Self-service! Customers make color selection from beautiful Cascade of Color. And they can see what colors go together with the help of Decor-Aider Book and Color Chip folders.

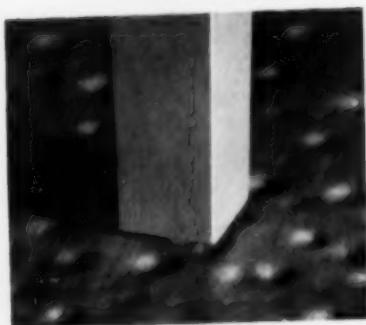


Accurate color matching! Only one tube is needed to make any of 130 shades. Eight colors in 3 sizes are all that is necessary. The Kem Tinting system is both accurate and simple!



Complete stock in one small box! No large shelf space is required. Entire stock of 144 tubes includes 6 tubes in each of 8 colors and 3 sizes (4 oz., 1 oz., and 1/4 oz.) and is compact and practical for you to handle.

Bassick's GLIDES



make a big difference!



On a baby, dimples are cute. On a floor, they're murder!

Bassick Rubber-Cushion Glides stop floor gouging for good. Attached to furniture legs, they slide smoothly on a broad, flat base of polished, hardened steel, can't mar the finest floors. Live rubber cushion absorbs shocks.

Keep an open carton right beside your cash register — and you'll ring up extra impulse sales.

People know Bassick

Bassick's constant national advertising in the POST makes Bassick the easiest to sell. Take full advantage of it. Check your stock today on Bassick Rubber-Cushion Glides. Order from your distributor. THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.



sentimental attachment for long-time employees who are no longer able to function with any reasonable efficiency. We should find ways and means of selling more of our merchandise in standard packages, cutting down on the high cost of handling broken package lots. We can give our salesmen more information — do more to make them real salesmen rather than mere order takers.

With all these things that all of us can do, and which most of us probably are already doing, we can and will maintain our place in the picture in the future, just as we have done in the past. Our traditional method of distribution from manufacturer to wholesaler to retailer has met the test of keenest competition in the past. There is every reason to believe it will continue to meet the test in the future.

Formula for Selling More Power Tools

(Continued from page 32)

going to fumble around in your basement looking for it! We found that out many years ago."

Advertising?

Yes, the Sam Speir Hardware Co. advertises power tools—particularly at Christmas time.

But it has found that complete and attractive displays sell this equipment about as effectively as any means that have been employed. Well displayed, with this company, is more than half sold.

"We find," says Haddow, "that a complete stock of parts goes a long way toward building business."

"To that end, the whole section of the store behind a row of a dozen machines, is given over to a complete stock of spare parts—not only for our leading machines, but other makes as well. Spare parts are as essential to the woodworking man, we have found, as to the automobile dealer.

"When a man is working on a pet project, he does not want to wait two weeks while we send to the factory for a new saw or a replacement bolt. He wants the replacement right now.

"Having it not only builds good will, but it often leads to the sale of one of your tools where another had been in use before. So carry a complete stock of parts—and keep these up as consistently as you would your machine stock."

Do power tools require service? "Seldom," Haddow states. "There are, I must admit, inferior tools on the market, but if you carry a good line, it should be sturdy enough to absorb any wear and tear the ordinary hobbyist can give it.

"We install every piece of equipment we sell, making sure it is in proper position—and proper condition—in the shop. We teach the customer how it should be operated and let him run it a few times before leaving him to his own devices. We always leave him complete instructions.

"And it is rare for us to have to make a second trip or service a tool.

"Incidentally, we find all-purpose machines sell more slowly than older and more familiar pieces of equipment, due to the fact that they require several shifts and people have to spend more time learning to operate them."

How do hobbyists get a start?

"Most of them," Haddow says, "begin with a circular saw, because this is easily operated and people can do more different things with it than with other pieces of equipment. A good circular saw, too, at around \$50, is within the financial reach of most beginners, who would hesitate to invest \$300 in a more complicated piece of equipment.

"This is all right with us.

"Like stamp collecting, the home hobby shop is a progressive proposition. A man buys new equipment as he goes along until he has a completely equipped shop, with maybe \$1,000 worth of machinery in it. And we would rather have a customer start in this manner—and keep growing—than have him start out with an all-purpose machine and quit.

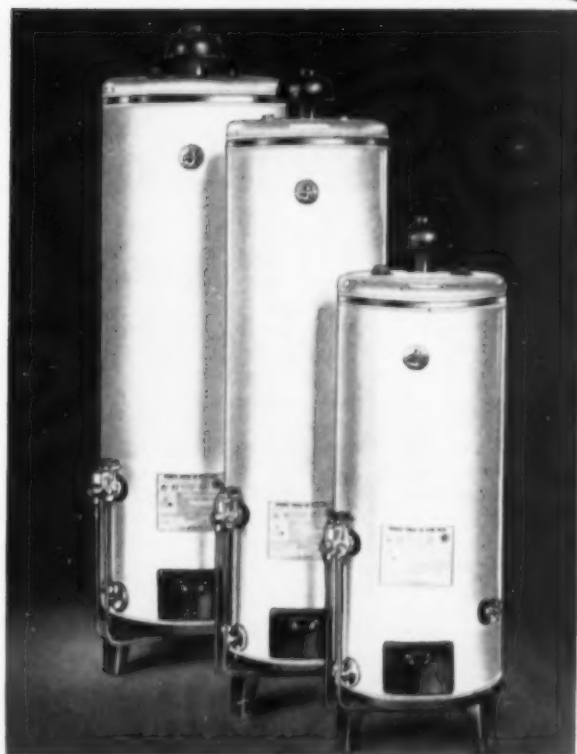
"The main thing is to get a customer to start.

"After that, he more than likely will be as enthusiastic in adding new machinery as a small boy starting out with his first electric train!"

What about financing?

"Power equipment is expensive but, if you stop to consider it, not much more expensive than an electric power mower—and certainly not more so than an electric range or refrigerator.

"None of this dollar-down-and-a-dollar-a-week stuff for us," declares Haddow. "When people expect to pay on this basis, they expect—and often get—a cheap product. Moreover, the endless book-



Yes, sir! Sales have really been booming on the new line of JACKSON Automatic Gas Water Heaters. And . . . those who were already "in the swim" with JACKSON are reaping the profits with this red-hot, fast-selling line.

The all-new JACKSON Automatic Gas Water Heaters are manufactured in the Standard (R300) Series and Master (R500) Series. 20, 30 and 40 gallon capacities available in both Series.

WARRANTIES:

Three and five years in the Standard (R300) Series.

Five and ten years in the Master (R500) Series.

It will pay you to "get in the swim" with JACKSON! Write, wire or phone for complete information and prices.

JACKSON also manufactures a complete line of Automatic Electric Water Heaters in all popular sizes ranging from 10 gallon to 120 gallon capacities.

Distributed Through Wholesale Channels Only

W. L. JACKSON MANUFACTURING COMPANY
1222 EAST 40TH STREET CHATTANOOGA 7, TENN.



SALES REPRESENTATIVES

L. O. LEDFORD, Sales Agency
311 Chickamauga Avenue
Rossville, Georgia
Telephone BR-5554

CARL A. SCHOLLE
3517 Menover
University Park
Dallas 25, Texas
Telephone EMerson 4228

J. A. LLOYD, Factory Sales Agent*
375 Whitehall St., S. W.
Atlanta, Georgia
Telephone LAmer 1977

J. A. LLOYD, Factory Sales Agent*
2506 Lucena Street
Charlotte, N. C.
Telephone FRanklin 5-8258

*WAREHOUSES AT THESE LOCATIONS

keeping eats up the profit, even if all the accounts were paid promptly, which they probably will not be.

"We sell all of our power tools on a 30, 60 and 90 days pay basis, up to \$100. If it costs more than that, we turn the account over to the bank and get our money back out of the deal."

In short, by getting in on the ground floor and growing with the increasing demand, the Sam Speir Hardware Co. has been able to cash in on the power tool business.

Not everyone, it is true, can have 20 or more years of practical experience as this store has had.

But it is never too late to start—and the hardware merchant, according to Haddow, who will follow the simple rules outlined above will not go far wrong in building a reputation, increasing power tool sales, and establishing his store as a center for this growing and profitable line of business.

♦

Services Are Answer to Competition on Fans

(Continued from page 33)

and satisfied users.

During the fan season, three spots in the store are given to displaying them. At the rear a large window fan is in use cooling this part of the store while also serving as a demonstrator. In the center aisle a large section of floor space is devoted to window fans with circulating and oscillating fans shown on display stands.

One front window promotes fans advantageously. Summer furniture is arranged as in a room with a window fan or two featured and often an oscillating fan. This comfortable looking setting appeals to passersby.

"We build our prospects right here in the store," Peters explained. "Even when users give us the names of prospects, we do not make much headway until the prospect comes into the store and sees our large assortment of fans. The offer of trial-without-obligation just about closes the sale."

"Of course, we have to check the credit risk carefully."

"Sometimes we have to convince the prospect that the cost of operation is not exorbitant. Close cooperation with the power company helps to answer this question to the customers' satisfaction. We refer the customer to the power

company, and we use the power company's recommendations in educating customers through our advertising that the cost is moderate.

During the fan season, six radio spot announcements are used a day, from morning until 8 p.m.

Most of these play up fans for at least part of the time.

Several times a year the store promotes fans and other electrical appliances in an effective four-page circular issued on a cooperative basis with two other dealers.

During the fan season inventory

Officers of the Virginia association are left to right: George Carter, president; John A. Lindamood, Jr., vice-president, and George T. Omohundro, Jr., secretary-treasurer



Virginia Convention

DELEGATES to the 56th annual convention of the Virginia Retail Hardware Association were urged to cash in on "Do-It-Yourself" merchandising possibilities. Keen Johnson, former governor of Kentucky and now vice-president of Reynolds Metal Co., told dealers that they would have to go out after business this year and "Do-It-Yourself" merchandise can tap new customers. Surveys indicate, he said, that these customers will exceed 20-million by the end of this year.

Every hour of the shopping day, the speaker said, \$200,000 is spent for paint and wall paper, and thousands of dollars more for floor covering, wall tiles and power-driven tools. By the end of 1955, Johnson continued, the nation will have 13,000,000 home workshops each with an investment of \$500 in power-driven tools.

And a public relations expert pointed to an expanding market for hardware growing out of the expanding population.

"Destiny is pointing to the biggest opportunity people can ever hope for," said Arthur C. Horrocks, public relations counsel for the Goodyear Tire & Rubber Co. Research indicated that the na-

tion's 160,000,000 population will expand to 220,000,000 in the next 20 years.

The results, Horrocks said, indicate a tremendous new market for business—including the hardware business.

George Carter, Danville, Va., was elected president of the association. He succeeds J. Fred Cook II, Waynesboro. Other new officers elected were John A. Lindamood, Jr., Wytheville, vice-president; and George T. Omohundro, Jr., Scottsville, secretary-treasurer. James S. Ritchie, Jr., Petersburg, was elected to the board of directors.

Hardware dealers also were urged to seek new customers among sportsmen. Hank Bruns, South Bend Bait Co., said dealers should have a person who knows fishing to head their fishing tackle department. Only a fisherman is competent to advise other fishermen on what equipment they should purchase.

Other speakers included A. B. Hill, Portsmouth, Va., president of the National Retail Hardware Association. He urged dealers to participate in the organization's "Hardware Week" which took place April 15-23.

INTRODUCING THE NEW

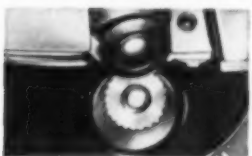
DAZEY ULTRA-MODERN

Canaramic

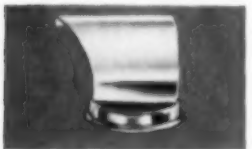
**Check these
Super-Sell
Features!**



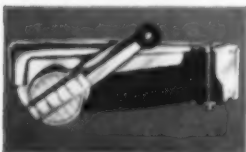
Promoted in *Life* and six other leading magazines.



Super-honed cutting wheel opens all cans easier.



Dual magnetic Lid-Lifter holds cut-off can lids.



Folds flat against wall when not in use.

WITH THE SUPER-HONED
CUTTING WHEEL THAT
STAYS SHARP FOREVER!



Leave it to Dazey to come up with the greatest idea in can openers! It's the new, modern *Canaramic*—styled for every modern kitchen . . . engineered to give a lifetime of trouble-free service.

With the biggest national consumer campaign ever done on can openers, the Dazey Canaramic really takes the lid off sales.

For all the facts on this new DAZEY—contact your local wholesaler or write us direct!

FOR OVER 50 YEARS . . .

LEADERS IN KITCHEN AIDS

it's a



DAZEY

St. Louis 7, Mo.



You get this beautiful display free with every dozen Dazey Canaramic Can Openers!

CLARK
QUALITY INDUSTRIAL FASTENERS SINCE 1854

**PLOW and
TRACTOR DRAWN
IMPLEMENT
BOLTS...**



Built stronger and
tougher in order to
help your equip-
ment withstand
abuse.



Specify
CLARK
For
**BOLTS • NUTS
RIVETS
SCREWS**

with over 100
years of Dependability,
Quality and Leadership.

**THEY FASTEN FAST
AND LAST LONGER**

FOR GREATER SECURITY
... FASTEN FAST WITH
CLARK FASTENERS.

For further information,
write 130 Canal Street

CLARK BROS BOLT CO.
MILDALE CONN

usually runs to about \$5,000. This is cleaned up during the season and a reorder is made for added stock.

Outside salesmen are employed at times but Peters admits that it is difficult to find the right men.

"We find that we can sell fans and other electrical appliances right from the sales floor. The prospect becomes interested in our displays and promotions and is ready to accept trial in the home. If we make sure that the credit risk is good and that the prospect can make the down payment, we don't have to worry about sales. I don't think that a door-to-door salesman could sell 80 percent of his prospects. But we do sell 80 percent of those who try the fans in their homes."

He added that fans offer as little grief as any merchandise he has ever sold.

"We see a large and prosperous future for the window fan. Rural people are only beginning to buy them extensively. They offer a new potential for sales."

Peters starts his fan promotion in May and keeps at it until August. At that time fans are removed from the choice display spots in the store and replaced with gas heaters. In the 300 square feet of floor space devoted to fans, about 25 models are shown including both window and circulating fans.

"That 300 square feet of display space devoted to fans is profitable space for us."

♦

Selling Outdoor Cooking

(Continued from page 35)

of the South and Southwest, charcoal cooking produces little smoke; and it is common practice for the household barbecue specialist to demonstrate his culinary talents in the garage during bad weather.

"His" is the correct word, for the man of the house is usually the outdoor chef. However, another illuminating discovery made by Peek lies in the fact that most sales of barbecues are made to women.

"As I see it there are several reasons for so many sales being made to women," he explained.

"The probabilities are that the man and wife have discussed purchase of a barbecue and have agreed on the amount to spend, which determines the model they get. She has more time to do the

shopping and buying than he, but they are agreed they must have one, because they have eaten and enjoyed food thus prepared by a friend. And if there was any hesitancy on the part of the husband about an affirmative decision, his wife no doubt dispersed this hesitancy with some such remark as, 'Well, if John Jones can cook like that on a barbecue, you certainly can do as well.'

"Or it may be that the woman of the household wants to surprise her man at Christmas, or some other gift day. But behind it all, I suspect another reason. Wives like the outing atmosphere of an outdoor-cooked meal, but they also like an occasional vacation from the kitchen.

"So they use that 'you-can-do-it-if-he-can' line. They give husbands a build-up, put them on the spot and make them want to deliver. It may be that the desire of the housewife for more vacations from the kitchen sells many barbecues."

It was in May of 1954 that Peek bought the store he and Mrs. Peek operate. The stock included one barbecue which, it was decided, would be one of the prizes given away during a formal opening. There was so much interest in who would get the barbecue and so many people expressed hope of winning that the Peeks gave the barbecue line some sober thought and study.

As they analyzed the situation, their store was surrounded by a residential district relatively new and predominately populated by young families. Young families were more likely to be devotees of outdoor cooking than other families. Therefore, if so many people wanted to win that free barbecue, why wouldn't the unlucky losers buy?

Immediately after their formal opening, the Peeks stocked barbecues. At first their stock ranged from the \$9.95 number to a top of \$79.95 and their average inventory was \$200. They decided to keep at least two on the floor at all times with a mass display in season. After their sales of \$900 in five and a half months last year, they decided on a bigger stock and a broader price range. In February the inventory was \$500 and the price ranged from \$9.95 to \$299.95, this latter being a gleaming, hooded number with an electric motor for turning multiple spits.

"Big ticket numbers like that can be financed if the customer wants it that way," Peek explained.

"We think it good business to carry the most expensive numbers, too. There is competition from several sources on the less expensive models, but no competition on the more costly numbers.

"Of course, it may not be necessary for a dealer to carry the stock we carry. It might not be necessary for us, since our source of supply is right here in Oklahoma City and we can get what we want on short notice.

"In this line there is the same reason for carrying more than one or two barbecues as there is for carrying more than one or two hammers. However, we vary the number on display. We can't logically display eight or 10 all the time.

"But, month in and month out, we have found this is the best line in the store for the space it occupies."

Barbecues are displayed, especially at the opening of or during a season, in a space approximately 8 by 12 feet for slightly less than 100 square feet. The display occupies one of the most prominent spots in the store—up against one section of the plate glass front and exposed to view of all who pass in this busy shopping district.

Selling these barbecues presents no problem, according to Peek, who says about all a dealer needs to know is prices.

"Procedure in this kind of cooking is so universally simple," he points out, "that the workings of a barbecue are visible and understandable to even the rawest novice. This circumstance is one of the fascinations of the line. The prospect can look and examine to his or her heart's content but, ordinarily, such inspection merely results in confirmation of what he or she expected to find.

"For nearly everyone who buys has seen the barbecue of choice in operation and has eaten food prepared therein. They practically sell themselves."

The line Peek stocks is subject to addition of refining features. For example, a customer who buys a barbecue may soon come back and buy the "hood," later the spit and, eventually, electric power for the spit. It is an ideal line for getting customers back into the store again and again, this dealer emphasizes.

Then there are accessories, including charcoal, which Peek has marked down to 89 cents for a ten-pound bag to meet competition. In

CHAINS

for a world of uses . . .



MADE BY THE OLDEST MANUFACTURERS OF CHAINS IN AMERICA:

- Proof and BBB Chain
- Boomer Chains
- High-Test Steel Chain
- Conveyor Chains
- Sling Chains
- Liberty Coil Chain
- Grab Hooks, Slip Hooks and Cold Shuts
- Machine Chain
- Weldless Chain

Elephant Brand Chains are pre-tested for uniformity, always standard, full size. They meet Government and railroad specifications.

FASTEST SERVICE FROM OUR CENTRAL LOCATION

Write for Catalog and prices today

NIXDORFF-KREIN MFG. CO.

916 Howard St.—St. Louis 6, Mo.

For Hurry-Up Shipments Teletype SL 892

addition there are these items, some if not all of which are sold to everyone who buys a barbecue:

Fork, turner, tongs and spoon, each at 98 cents; fire starter at 69 cents for a small can; mitts at \$1.25 each, aprons at \$2.00 and thermometers at \$2.95. These are the "major" accessories and the list does not include condiment containers and lesser items. This list keeps customers coming back, too.

Peek had plans in February for early-season promotion based on factory-sponsored demonstrations inside the store. In support of this effort he expected to advertise in his area newspaper, possibly also in one of the two big Oklahoma City dailies. His plan was to give a number of prizes and one of the prizes was to be a ham, cooked during demonstrations.

At that time, however, Peek had not thought of a means for exhausting cooking odors and what smoke there would be, from his store.

To Attract Customers They Go On Modernizing

(Continued from page 37)

dise ideas, and from this can judge better what to buy for the trade."

The Housels consider the gift department highly important in drawing store traffic. Many women drop in not only to make frequent purchases, but to check on what is new in the line. The 18" deep wall shelves are painted a soft peach color as are the fixtures in the center aisle. In size, appearance and stock the Housels have emphasized their gift department.

In relocating the appliance department, it was placed on the right front between the front doors and entrance to the gift department so that women who come in for gifts are exposed to appliances.

Remodeling costs were held down as a result of store members doing all the work and by using materials out of the stock which includes everything needed to build a house and furnish it. The building materials of a bulky nature are handled from a nearby warehouse.

The advantages of remodeling to increase store traffic are not news to Leonard B. Housel. Back in 1935 he modernized his store at Carrollton, the county seat. A third store was opened at Reform in 1945 and four years later a new building was built at the edge of a busi-

ness section facing highway No. 82.

Main warehouses are maintained at Gordo. The Carrollton and Reform stores maintain small warehouses and draw on the Gordo warehouses for replenishments. On larger construction jobs material is trucked from the two Gordo warehouses.

Besides modern display fixtures and interiors all three stores feature wide aisles so that all merchandise is visible. Customers feel free to spend time in the store and shop leisurely in the friendly atmosphere that is a widespread tradition at the Housel Hardware Co. stores.

In creating this friendly atmosphere, Housel sets a personal example. He greets all the trade by their first name and they return this friendly gesture. The 15 employees who assist in running the three stores follow his example.

Employee relations at Housel's are proof of the owner's sincerity and his friendly policies. Except for one employee who recently returned from the service, all own their homes. The company pays for hospital insurance and a life insurance policy for each employee. "In case of need or misfortune," Housel explains, "I want to help them. In this way I can treat all alike and without undue burden to my business." The employees participate in community affairs in the three towns. They are solid citizens and an important part of the community life in every way.

In his advertising Housel continues to serve the people of his territory in a beneficial way. He is a regular sponsor on the local radio station of the "Tell It and Sell It" program. Without cost, listeners can write a card to the store and through the radio program can announce anything they want to sell or exchange.

A drafting and planning service with little or no cost is another service offered by the store. Housel doesn't try to compete with architects as most of his plans would never reach them anyway, but he does offer a competent service. This service is free, but the store will sell all the material and gain a lot of good will as this makes for better looking rural communities. Housel's draftsmen recently were preparing plans for a rural church.

The answer to mail-order competition for the small town retailer lies in the policies of his stores, Housel believes—modern,

well kept stores for pleasant shopping; a one-stop service; and friendly service by the owner and employees who have a personal interest in the customer and the community.

Evidence of this is in the volume of business the stores do in a county with a population of less than 25,000—a volume of business that includes appliance sales which last year placed the Gordo store as one of the top winners in one manufacturer's national sales contest.

Rental Service Gives Edge on Competition

(Continued from page 38)

ing punch rent for \$1.00 per day.

Sometime ago the store purchased two hospital beds to add to its list of rentals. For the first week of use, the beds bring a \$5.00 fee which includes installation by the store; thereafter, the charge is \$3.00 per week. The beds proved so much in demand that wheel chairs and crutches were added. Two of the wheel chairs are adult size, while the third is for children. Rental fee for the chairs is \$2.00 per week. Crutches are rented for 50 cents per week. The crutches are used frequently by members of the high school football team who sustain leg or foot injuries.

The store's three sanders rent for \$2.50 per half-day and \$4.00 for the entire day. Edgers bring \$2.00 per day, plus an additional over night charge of \$3.00 if they are not returned the same day borrowed. An additional charge is made for sandpaper used. With the sanders the store usually sells shellac or varnish and varnish or paint remover.

Records Kept

A record of all articles rented is maintained in a card file. Each card gives a description of the articles rented, number of pieces, charge, date of rental and name and address of the renter. Regular customers are permitted to charge rental fees to their accounts. Loss of rental articles has been practically nil since the service was begun several years ago. By checking the file, the store is able to determine which rental items are proving most popular and to make replacements accordingly.

(Continued on page 64)

Government Group Urges "Fair Trade" Law Repeal

THE FINAL REPORT of his antitrust study committee was recently made public by Attorney General Brownell. Recommendations in the report included: Repeal of the Federal "fair trade" laws, a stiffer penalty for Sherman Antitrust Act violations, more power for the Government to get business records in a civil antitrust proceeding and possibly a new statute to curb labor restraints on competition.

The report touched off heated criticism of its recommendations, especially the recommendation to repeal the Federal "fair trade" laws, which exempt manufacturer-fixed retail prices from antitrust prosecution.

Senator Sparkman (D., Ala.), chairman of the Small Business Committee, branded the documents as a "shocking short-sale of the American free enterprise system." He claimed that the committee "deals only platitudinously" with the current wave of business mergers and was critical of the group's call for repeal of the Federal "fair trade" laws.

Senator Kefauver (D., Tenn.), an influential member of the Antimonopoly subcommittee, charged that the Brownell committee considered antitrust problems in an economic "vacuum" and contended that the panel's proposals would result in a "further weakening of the antitrust laws."

The 394-page report got its most friendly reception from Representative Patman, (D., Texas), who is chairman of the House Small Business Committee. He called for a Congressional investigation of the Brownell group and blasted the 60-man panel as a "high pressure private lobby" and said the group's proposals would "not only impede but prolong the prosecution of violators, with the result that the (antitrust) laws would become unworkable and useless."

Representative Celler (D., N. Y.), who heads up the House Judiciary as well as a special Antimonopoly subcommittee, said he was "deeply concerned and disappointed with the report. 'The conclusion is inescapable,' he said, 'that the majority of the Attorney General's committee views with equanimity and complacency the serious threats to our competitive system that have developed in the past few years.'"

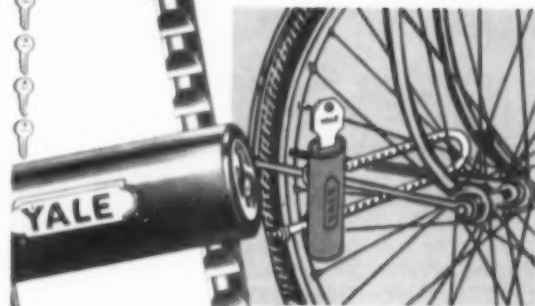
The committee's recommendations are technically a report to the Attorney General and are not necessarily the policies of the Administration, although it is expected to back most of them. The document now will be reviewed by the Administration with thought being made toward making legislative proposals.

Says Brownell Report Unfair to Nation's Small Retailers

"THE REPORT of the Brownell group which recommends Fair Trade Law repeal is definitely an effort to eliminate entirely the small retailer in American business." This is the opinion expressed by Samuel Fingrut, president of Everybody's Supply Co., Philadelphia, Pa. Mr. Fingrut is also

(Continued on page 81)

YALE ZIPLOCK



ADJUSTABLE YALE
ONE-PIECE ZIPLOCK



YALE HAS THE PRODUCTS AND THE DISPLAYS THAT SELL THEM FAST!



HC-17
YALE 222
FEATURES 4 ZIPLOCKS



YALE NO. 515
COMBINATION PADLOCKS HC-18



FREE! SEND NOW!

Write for valuable booklet,
"The Key to Selecting Padlocks"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.

YALE REG. U.S. PAT. OFF.

YALE & TOWNE

When rentals of a particular item increase, the available supply of that item is enlarged in turn. Rental items are inspected regularly for defects and are replaced promptly when they become worn or damaged.

Rentals frequently set the stage for sales in other departments of the store. For example, a vegetable bowl renter may purchase a double boiler, pressure cooker or piece of ovenware, while edger and sander renters are good prospects for paints. Customers renting a punch bowl and cups for a party sometimes select a gift for the guest of honor from the store's shelves.

Polk Hardware & Implement Co. makes a special effort to offer its patrons every service possible. When a particular item is not in stock, it is ordered. Prompt delivery service is maintained. Customers may order on the telephone when they wish. Suggestions are offered the customer for selecting the type of merchandise best suited for his purpose and when a particular item is not satisfactory, it can be exchanged for a substitute in the same price range. As a result the firm is thriving despite competition that might prove deadly to a less aggressive store.

Build Store Traffic with Window Displays

(Continued from page 40)

ming pool display. Catching the eyes of shoppers was a large, colorful rubber pool designed for small children. Also in the display were colorful lawn deck chairs.

Some veteran hardware men frequently are surprised at the increased sales on items rarely shown in most hardware windows.

Sells Mirrors

For example, Whitten Bros. Normal Hardware Co. at 549 South Highland used to sell very few wall mirrors until a window display started the public to looking at mirrors and the store to looking into its stock. In one month after a mirror-conscious salesman arranged a window display, the store sold 60 large mirrors.

That's profitable. Not all customers merely window shop. Many go in and buy what they see in the window!

HARDWARE INDUSTRY NEWS

(Continued from page 28)

to Perfection Industries, Inc.

It was pointed out that the scope of the company's operations, since adoption of the present name in 1925, has been substantially broadened. At the present time Perfection's business is concerned with a number of other products in addition to the ranges and cook stoves which were originally manufactured. These include furnaces, space heaters, water heaters, winterization equipment, air conditioners, aircraft parts and other military equipment.

Sales Heads Named for Two Stanley Divisions

KRAGG F. KYSOR has been appointed sales manager of the garage hardware division and Lucius S. Knouse has been appointed sales manager of sliding door hardware, according to a recent announcement by George P. Merrill, general sales manager of the hardware division, The Stanley Works, New Britain, Conn.

For the past year, Kysor has been sales manager of the sliding door hardware division and previously had been company sales representative in Iowa, Nebraska, North and South Dakota. He succeeds the late G. Handley Wade.

A native of Leon, N. Y., Kysor attended the University of Connecticut for two years. He joined Stanley in 1948.

Knouse came to The Stanley Works in 1929. Subsequently, he became associated with the sales research department and, after

broad experience in hardware sales, was in 1946 appointed sales manager of a Stanley subsidiary, Stanley Chemical Co. in East Berlin, Conn.

A native of California, Knouse attended Pomona College, Calif.

Coleman Holds Contest for Window Displays

A \$1,000 FIRST prize will be awarded by the Coleman Co. to the dealer whose "Outing Pals" window display is judged best in a contest that will run from April 25 to May 21. Seventeen other cash prizes bring the total to \$2,050, plus 50 awards of a Coleman outing product.

The window display contest is the first the company has ever conducted in the interests of its outing line. Entries must be submitted by June 30.

Dealers entering the contest are asked to build a window display featuring at least one model of the Coleman camp stove, lantern, cooler, and carrying case-camp table. A Coleman ad display card must be included, and the dealer is to publish tie-in newspaper ads over his own signature.

Full details of the contest are available from the Coleman Company, Wichita 1, Kans. The contest will be judged on the basis of photographs and tear sheets of newspaper advertising.

Second prize in the contest is \$400, and third prize is \$100. In addition, there are seven prizes of \$50 each and eight of \$25.

Chesflex Names Firms to Represent Sales

CHESFLEX Corp., Yonkers, N. Y., announces the appointment of A. H. Deveney & Co., Inc., Birmingham, Ala., as sole sales representatives in the South and Southwest for Chesflex plastic pipe and fittings. The Deveney organization has for many years been a leading sales representative in the South servicing wholesalers and suppliers.

Announcement is made also of the appointment of Theodore L. Smith, Baltimore, Md., as sales representatives for Chesflex in Maryland, Virginia, District of Columbia and Delaware, with the exception of the Wilmington area.



Knouse

Kysor

HARDWARE

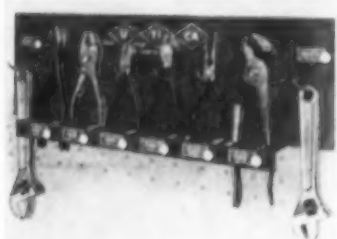
DEALER SALES AIDS

For more information on these sales aids
use the return post card at bottom of page

Pliers, Wrench Display

Utica Drop Forge & Tool Corp., Utica 4, N. Y., is offering a new, free pliers and wrench display with assortment of two each of six pliers and two adjustable wrenches. It is cataloged as H-8 and is called the Tool Merchant.

The display itself is of red lacquered metal and is designed for use either on standard perforated display boards or can be hung on any flat vertical surface. No charge is made for the display.



The 16 tools list at \$42.68; dealer's cost is \$28.46. These include two each of the following: 91-8 adjustable wrenches, 91-10 adjustable wrenches, 40-7 diagonal cutting pliers, 41-6 diagonal cutting pliers, 7-6 slip joint pliers, 50-8 side cutting pliers, 507-10 rib joint pliers, and 654-6 long nosed cutting pliers. For more information—

Circle No. 220 on coupon, pg. 66

Masking Tape Dispenser

Availability of wide width home masking tape in a new dispenser package that ends the need for a separate dispenser or special cutting tools was announced recently by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul, Minn.

With the new unit, the amount of tape needed is pulled out and then torn across the built-in metal cutter-edge that is part of the package.

The new tape-and-dispenser combination contains a 1½-by-300-inch roll of "Scotch" brand masking tape



for various painting, sealing, protecting, and other home uses. Price per roll is 69 cents.

The tape is packed 12 rolls per display. For more information—

Circle No. 221 on coupon, pg. 66

Tube Paint Display

Sales and display aids to promote Tint-N-Color, the new tube color plan for paint of The Patterson-Sargent Co., Cleveland 14, Ohio, are built around a display of 300 color chips which occupies 29 inches of counter space.

All colors are on exhibit for the customer to select or match to his own decorating samples of drapery,



carpeting or other room colors. The color swatches are 1½ by 2¾ inches in size with the tube color mixing plan printed on the reverse side. For more information—

Circle No. 222 on coupon, pg. 66

Tool Merchandiser

A permanent, year-round display stand, built of steel and wood, is offered free to dealers who order a minimum selection of Cummins portable power tools, made by the John Oster Manufacturing Co., Milwaukee, Wis.

Included in the package deal are one #304 perm-align quarter-inch drill with geared chuck, one #3052 drill saw kit, one Maxaw #717, and one #351 half-inch drill—at a total retail value of \$154.80. According to the manufacturers, the dealer may substitute other equipment for the half-inch drill, if desired.

The merchandising stand, which

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 349, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE

806 PEACHTREE ST., N. E.

ATLANTA 5, GA.



occupies two square feet of floor space, is 24" wide by 58" high, with a 8" by 24" shelf. It can be set on the floor or mounted on the wall, and comes equipped with hardware for hanging the tools, as well as price-ticket holders. For more information—

Circle No. 223 on coupon below

Spinning Lines Rack

A free DeLuxe Revolving Rack is offered by The Weber Lifelike Fly Co., Stevens Point, Wis., for displaying its spools of "Tynex" Limp Nylon Spinning Line. The display is made of metal with a clear, heavy gauge plastic cylinder, and is designed for counter use. When lower spool is removed, the next one automatically drops into position. Over-all size is 7½" in diameter by 11" high.

No. 116 assortment contains three dozen 100-yard spools of spinning line, nine each of three, four, six and eight pound tests. It lists at \$37.35 and includes the free display.

Also available at \$45.90 list is the No. 115 assortment containing two dozen 200-yard spools, six each of three, four, six and eight pound tests;

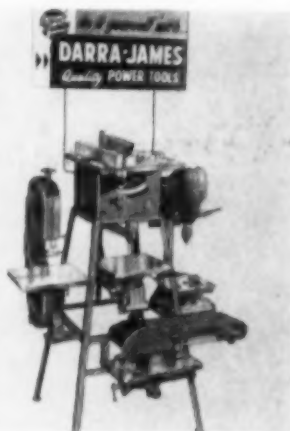


free display is included. For more information—

Circle No. 224 on coupon below

Power Tools Display

The Toolkraft Corp., a division of Hampden Brass and Aluminum Co., Springfield, Mass., has announced



distribution of a new display stand for its line of Darra-James power tools.

For an initial investment of \$184.77, this stand enables a dealer to install a complete power tool department in a space measuring 20 by 21 inches, according to the manufacturers. The display stand is offered to the dealer free with the purchase of an 8" tilting arbor saw, a 12" drill press, a 9½" band saw, a 15" jig saw and a bell-disc sander. Units retail for \$263.95 giving the dealer a total profit of \$79.18. The free display stand is valued at \$20. For more information—

Circle No. 225 on coupon below

PRINTED HELPS and other sales aids

C. M. Whitney Co., West Springfield, Mass., announces a new free display of nameplates and desk signs for home or business use. This display features the most popular sizes in black and Walnut surface Bakelite with lifetime white core. Sizes range from ¾" x 2½" retailing for \$1.00 up to 4" x 16" at \$9.60. Special colors and sizes are available. Whitney desk signs are illustrated on the display. These are available in several sizes with transparent plexiglas bases. New glow-in-the-dark plexiglas nameplates also are introduced on this display. Letters are reverse engraved into back and filled with phosphorescent pigment. Face of nameplate remains smooth. For more information—

Circle No. 226 on coupon below

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, has developed for its "Tool-Up Time" program kits to aid dealers in their garden tool promotion. Various four-color store posters and banners, newspaper ad mats, catalogs, and radio and TV scripts are offered without charge to the dealer. A dealer mailing folder also is available. For more information—

Circle No. 227 on coupon below

The Henry L. Hanson Co., Worcester, Mass., has introduced a new Self-Seller Drill Display. This display requires 14 inches of counter space. It has a clear cover that highlights the High Speed Steel Jobbers Length Drills which are held in supporting holes that serve as a drill gauge, with the size and price legibly marked for every size. The quantities are varied according to demand.

A unique feature of the cabinet, according to the company, is the storage rack for extra stocks which has 29 compartments to hold a standard package of each size drill displayed. The hinged cover on the display opens

5/55

Please send me more information on the sales aids circled below:

220	224	228	232	236	240	244	248	252	256	260	264
221	225	229	233	237	241	245	249	253	257	261	265
222	226	230	234	238	242	246	250	254	258	262	
223	227	231	235	239	243	247	251	255	259	263	

Please send me more information on the new products circled below:

1	3	5	7	9	11	13	15	17	19	21	23
2	4	6	8	10	12	14	16	18	20	22	24

My Name Position

Company Name

Street

City Zone State

GIVE YOUR CUSTOMERS WHAT THEY ASK FOR - IT'S BAD BUSINESS TO SUBSTITUTE

Name-Brand Merchandise means satisfaction to your customers, and money to you. Well-known, advertised brands pre-sell your customers before they set foot in your store.

The reputation of these brands assures quality—means fewer adjustments, markdowns, or complaints. And, of course, products so well known and trusted move faster, turn over and over to increase your profits.

That's why you make your business stronger when you keep the force of famous brand names behind your selling. Let your customers know they can get from you the brands they know and want. Why be content—or expect them to be content—with anything less?

The prestige and reputation of these makers' brands guarantee high standards of quality!

Brand Names Foundation

INCORPORATED

A non-profit educational
foundation

37 WEST 57 STREET
NEW YORK 19, N. Y.

THE TRIO YOU CAN TRUST



Now there are *three* seine twines offered by The Linen Thread Co., Inc., produced in a choice of fibres to suit your needs . . . tailored to fit your pocketbook, too.

YES, YOU CAN TRUST THESE LABELS.

GOLD MEDAL NYLON FILAMENT SEINE TWINE — Tested and proved worthy of the Gold Medal label. Accepted enthusiastically by fishermen everywhere. Lasts longer . . . resists rotting.

NYAK SEINE TWINE — New! — and catching on fast. This blend of synthetics is a truly dependable seine twine for many purposes.

GOLD MEDAL COTTON SEINE TWINE — The old reliable . . . economical . . . used by commercial fishermen in every fishing port in the country.

Gold Medal
QUALITY SEINE TWINES
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St., New York 17, N. Y. • 140 Federal St., Boston 10, Mass.
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 4, Cal.

from the front, making the storage rack easily accessible and removable.

The company has compiled an information chart which is available. This complete information is included in one chart—drill size, decimal equivalent, tap drill for 75% thread, clearance drill for tap, wood screen pilot for both soft and hard wood, and wood screw body. For more information—

Circle No. 228 on coupon, pg. 66

Camillus Cutlery Co., Camillus, N. Y., is offering two new sales aids to dealers free of charge.

A die-cut pennant, 11" wide x 21" deep in red and black printed both sides, is now available for in-store display or use in windows. Pennant shows a cartoon illustration of the Camillus Indian holding up a giant number 21 pocket knife. Copy reads: "Camillus . . . him heap good knife."

A 16-page informative folder entitled "Know the PRODUCT . . . better the PROFIT!" is now available giving a complete story on pocket knives in general and Camillus knives specifically. This folder contains details on the edge, the construction, the finish and the durability of Camillus knives. In addition to this specific information many suggestions for increasing cutlery sales are included. Folders and pennants may be obtained through Camillus distributors. For more information—

Circle No. 229 on coupon, pg. 66

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its stand-up design allows merchandising of other items during off season months. For more information—

Circle No. 230 on coupon, pg. 66

Chattanooga Royal Co., Chattanooga, Tenn., announces that it is backing its 1955 Royal Chef line of braziers and patio grills with an aggressive merchandising campaign. A new, larger outdoor cook book, which is sold for 25 cents, will be supplied free as a giveaway for dealers in building store traffic. Radio and TV spots, a colorful consumer folder, newspaper mats, cuts of individual grills and point-of-purchase material will be available. All of these aids are being offered dealers free of



You
can
buy
no
finer
insurance
protection

for BUSINESS, HOME or CAR

Dividend Savings up to 30%

IT'S GOOD BUSINESS
TO SUPPORT
YOUR ASSOCIATION





Portrait by Fabian Bachrach

Bell Aircraft has 13,000 payroll savers

"From every point of view, the purchase of U. S. Savings Bonds contributes to the soundness of our economy and to the individual security of our citizens. I am proud that at Bell Aircraft our employees are helping to strengthen the national economy and their own future security through the Payroll Savings Plan.

"In a recent campaign Bell employees achieved a record of nearly 99% participation in the Payroll Savings

Plan, bringing to 13,000 the total number of our employees who are saving systematically through the regular purchase of Savings Bonds."

LARRY BELL, President Bell Aircraft Corporation

If your company does not have the Payroll Savings Plan, or if you have the Plan and employee participation is less than 50%—get in touch with Savings Bond Division, U. S. Treasury Department, Washington, D. C. Your State Director, U. S. Treasury Department, will be glad to help you install a plan or show you how easy it is to build employee participation in your present plan.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE



charge or at cost. For more information—

Circle No. 231 on coupon, pg. 66

The Wood Shovel and Tool Co. of Piqua, Ohio, makers of shovels, spades, scoops, wheelbarrows, post hole diggers and augers, offers to dealers a complete Tru Blu ad mat service. No charge is made for the mats when inquiries are on the dealer's or wholesaler's letterhead. For more information—

Circle No. 232 on coupon, pg. 66

John Sunshine Chemical Co., Inc., 600-602-604 W. Lake St., Chicago 6, Ill., includes a large, two-color window streamer in every carton of one dozen cans of Cannibal Drain Pipe Cleaner. Newspaper mats on all products are available. For more information—

Circle No. 233 on coupon, pg. 66

The Moto-Mower Co. of Richmond, Ind., offers to its dealers a new sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. 234 on coupon, pg. 66

The Irwin Auger Bit Co. of Wilmington, Ohio, offers to its dealers a free metal display with the Speedbor "88" Assortment No. 8830 which includes 30 wood bits. The display requires 5½" of space and holds the entire 30 bit assortment. Bit sizes and retail price are shown prominently. The Sell-O-Bit metal display is offered for a 13-bit assortment of wood-boring tools. This requires only a small amount of space, holds the bits in patented spring-type clips, and shows hole sizes for each bit. Other aids available include a booklet on the selection, use and care of bits and a number of envelope stuffers. For more information—

Circle No. 235 on coupon, pg. 66

Southern Screw Co., Statesville, N. C., offers without charge to dealers

Myers Volume-Building Price Helps You Sell This New Submersible

only \$207²⁵ LIST

Including motor, control box and check valve

Here is a high-quality ½-horsepower submersible-pump package, backed by strong national advertising, local promotion and a price that is bound to produce profitable sales. And it's a complete price, too. It covers everything but those items that depend on customer choice such as tank size, amount of cable and wiring.

Call your Myers distributor today. He will show you all of the top-flight design and construction features that make the Myers Submersible Pump the best in its field.

OUTSTANDING PERFORMANCE—Delivers up to 720 GPM and 20- to 60-pounds pressure in wells to 100 feet.

OIL LUBRICATION—Oil-filled motor for positive lubrication of bearings and seal and efficient dissipation of heat.

MYERS EXCLUSIVE DOUBLE PROTECTION FOR MOTOR—Motor-control box gives positive protection against burnouts in both the starting and running windings.

UNCONDITIONAL GUARANTEE—LIBERAL EXCHANGE POLICY—Both motor and pump unconditionally guaranteed for one year if installed in a sand-free well. If pump fails within 5 years, it will be replaced for a flat predetermined charge.

NATIONAL ADVERTISING AND PROMOTION—Ads featuring the new low price will appear in *Better Homes and Gardens*, *American Home*, *Household*, *Better Farming*, *Successful Farming*, *Progressive Farmer* and *Capper's Farmer*.

Ask your Myers distributor about the Sales-Making Submersible Pump Local Promotion Kit

MAY IS NATIONAL WATER SYSTEMS MONTH

Myers

WATER SYSTEMS
POWER SPRAYERS AND WATER SOFTENERS
THE F. E. MYERS & BRO. CO. • DEPT. SH-5, ASHLAND, OHIO



SELL

LUBRIPLATE

*the white
lubricant of
a thousand*

USES



**LUBRIPLATE
SELLS
because...**

IT LUBRICATES BETTER!

Letters pour in from all over the country telling us how Lubriplate has improved the working of fishing reels, guns, door locks, lawn mowers, power tools, hinges, fans, outboard motors and a thousand and one other things.

IT'S NATIONALLY ADVERTISED!

Millions of sportsmen and householders read about Lubriplate regularly in The Saturday Evening Post, Sports Afield, Field & Stream, Popular Mechanics, Motor Boating, Home Craftsman and others.

IT'S PRICED TO SELL!

3 Handy Sizes—"A" Tube $\frac{5}{8}$ x $3\frac{1}{2}$ inches retails for 20¢; "B" Tube 1 x 6 inches retails for 35¢; "C" Tube 2 x 8 inches retails for 95¢.

IT'S PACKAGED TO SELL!

"A" & "B" tubes packaged one dozen to attractive, sales stimulating counter display cartons. "C" tubes in colorful individual boxes with counter display card.

**Ask your jobber for
LUBRIPLATE
and sell it in your store**

Fiske Brothers Refining Co.,
137 Lockwood St., Newark 5, N. J.

a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. 236 on coupon, pg. 66

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising an assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. 237 on coupon, pg. 66

Libbey - Owens - Ford Glass Co., Wayne Building, Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. A recent promotional aid is a dispenser rack for sales of short lengths of fiber glass insulation to "do-it-yourself" customers. The rack holds a 24-inch wide, 100-foot roll of one-inch superfine and occupies an area 27" square. Dispenser is 63" high. For more information—

Circle No. 238 on coupon, pg. 66

Aladdin Laboratories, Inc., 419 South 6th St., Minneapolis 15, Minn., encloses a dealer merchandising kit in each box of six JON-E' hand warmers. Included is a cardboard counter display, a special green and red sleeve to be used on individual cartons, an envelope stuffer, and three-color window streamers. Material is available without charge in any quantity. For more information—

Circle No. 239 on coupon, pg. 66

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope

stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

Circle No. 240 on coupon, pg. 66

Calbar Paint & Varnish Co., 2612-26 N. Martha St., Philadelphia 25, Pa., offers dealers free of charge a counter display rack for showing the company's caulking gun and "handy-load" cartridge. For more information—

Circle No. 241 on coupon, pg. 66

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. 242 on coupon, pg. 66

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers on this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is $\frac{3}{4}$ " plywood, measuring 24" by 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards containing selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. For more information—

Circle No. 243 on coupon, pg. 66

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealer use in merchandising the Fittler line of rope. A cardboard counter display contains 100 ft. connected coils of manila or sisal rope in sizes $\frac{1}{4}$ ", 5/16", $\frac{3}{8}$ " and $\frac{1}{2}$ ". A light-weight Octagonal Box rope rack requires only 20" by 30" of space to display and dispense four sizes of rope. The rack is designed to display Fittler Octagonal boxes. Also available is the company's rope merchandiser which displays, measures and cuts rope to desired length. This display holds seven sizes of rope. A small charge is made for the rope rack and the rope merchandiser. In addition the company furnishes dealers with a two-color sign for counter or wall

DELUXE KLEENCUT-Scissors you can adjust!

Yes, with the exclusive Deluxe

Kleencut M-T adjustment you can set your shears *anytime* with a penny or a dime so that they feel just the way you like them!

And they can be easily adjusted to cut varying thicknesses *cleanly* and *comfortably* . . . no more loose, sloppy blades!

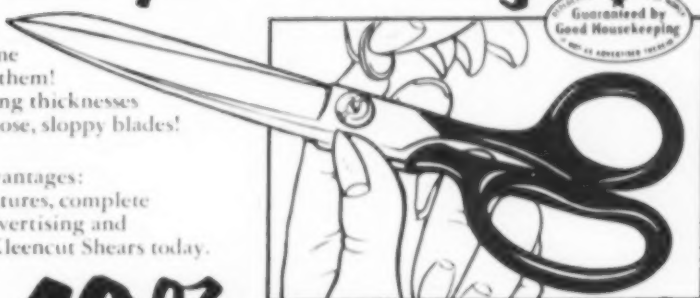
Deluxe Kleencut is your *best* buy in

scissors and shears! Look at these advantages:

Beautiful styling and finish, exclusive features, complete line, guaranteed quality, national advertising and bigger profit! Order Deluxe Kleencut Shears today.



Order the new #7335 Replacement Card, complete with 12 different Deluxe Kleencut Scissors and Shears. It features new prices and new selling copy — Only \$14.00.



RECOMMENDED BY EDITORS OF *WOMEN'S*
Guaranteed by
Good Housekeeping
FOR 45 YEARS

40% Profit For You!

Here's the famous money-making Deluxe Kleencut Deal #1907 . . . a complete shear department in one compact, handsome, blonde wood case. Quality guaranteed by the World's Largest Manufacturer of Scissors and Shears.

RETAIL
VALUE **\$93.36**
YOUR
COST **\$56.02**
YOUR
PROFIT **\$37.34**

STRAIGHT TRIMMERS Retail Ea.
112C 7" Fully Nickel Plated \$1.98
112C 8" Fully Nickel Plated \$2.25
113C 6" Enameled Handles \$1.39
113C 7" Enameled Handles \$1.59
113C 8" Enameled Handles \$1.69
BENT TRIMMERS
134C 8" Fully Nickel Plated \$2.25
135C 8" Enameled Handles \$1.69

HARDER SHEARS Retail Ea.
365 7 1/2" Fully Nickel Plated \$1.98
SEWING & EMBROIDERY SCISSORS (Fully Nickel Plated)
348S 4" Sharp Points \$1.39
348S 5" Sharp Points \$1.49
348S 6" Sharp Points \$1.69
161 7 1/2" Pinking Shear \$3.49
4 pairs of each — 48 pairs in all

FREE Counter Display! GET IT FROM YOUR JOBBER!

THE ACME SHEAR COMPANY • BRIDGEPORT 1, CONNECTICUT

DIAMALLOY

"There is nothing finer
than a DIAMOND"



WIRE CUTTING, SLIP JOINT

PLIERS

STOCKED BY LEADING
HARDWARE DISTRIBUTORS



Here's the new H16 Diamalloy Slip Joint Combination Plier with the special wire cutting slot close to the bolt for best leverage . . . New style precision milled jaws allow all size objects to be firmly held . . . Newly designed handles give perfect grip . . . Carefully machined and hardened . . . Beautifully chromium plated and polished. Individually boxed.

Retail Prices: H16 (6 in.) \$1.20, H18 (8 in.) \$1.50, H110 (10 in.) \$2.00.

DIAMOND

DIAMOND CALK Horseshoe Co.

DULUTH, MINN.

ESTABLISHED 1909

TORONTO, ONT.

use. For more information—
Circle No. 244 on coupon, pg. 66

Midwest Tool and Cutlery Co., Inc., Sturgis, Mich., offers dealers a small wire display rack for merchandising its line of steel snips. The display, which takes up only one square foot of counter space can be displayed also in windows or can be hung on walls. The merchandiser contains a varied assortment of 12 snips with a retail value of \$23.85. The rack shows stock number and retail price and enables the dealer to see at a glance those items in short supply. The display rack is given free with purchase

of the merchandise. Both are packed in one carton. For more information—

Circle No. 245 on coupon, pg. 66

The Dayton Pump & Manufacturing Co., Dayton 1, Ohio, has for dealer use an assortment of colorful envelope stuffers and decals free of charge. Available for a small charge is an electric sign measuring 10½" by 25". Also offered for a small charge is a modern stand for displaying a Rapidayton Water System. For more information—

Circle No. 246 on coupon, pg. 66

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Posters for windows and window displays, and folders for counter giveaways and envelope stuffers are available in addition to ad mats of company products. For more information—

Circle No. 247 on coupon, pg. 66

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes available to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. 248 on coupon, pg. 66

Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. 249 on coupon, pg. 66

The Patterson-Sargent Co., 1325 E. 38th St., Cleveland 14, Ohio, publishes a complete catalog of suggested dealer sales aids. These include radio commercials, window and outdoor signs, transfers for windows, fixture plans, suggestions for direct mail, give-aways, and window displays, and suggested copy for newspaper ads. For more information—

Circle No. 250 on coupon, pg. 66

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. 251 on coupon, pg. 66

Columbian Rope Co., Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Colum-

a size for every customer need!



1 GAL. CANS 1 QT. CANS 1 PT. CANS ½ PT. CANS

3 in a carton
Shpg. Wt. 27 lbs.

12 in a carton
Shpg. Wt. 30 lbs.

12 in a carton
Shpg. Wt. 16 lbs.

12 in a carton
Shpg. Wt. 8 lbs.

For hand tools and power pipe machines

Lithographed cans . . . No paper labels to tear or soil!

SEE YOUR JOBBER



JOHN SUNSHINE CHEMICAL CO., INC.

600-606 W. Lake Street • Chicago 6, Illinois

bian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products individually packaged such as starter ropes, jute twine, and Christmas twine. For more information—

Circle No. 252 on coupon, pg. 66

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish, through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100 foot rolls of these wick brands clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. 253 on coupon, pg. 66

Crescent Tool Co., Jamestown, N. Y., has available for dealers floor and counter display stands to accommodate panels containing different assortments of tools. Two stands are built to accommodate six 12" x 24" panels of which the company has 11, each with a different arrangement of tools. One stand will accommodate any four of these same panels. A similar stand will accommodate six 24" x 24" panels. The company has nine of these and the dealer may select any six. In addition to the stands, the panel displays may be used individually, in pairs, on walls, or as a window display. For more information—

Circle No. 254 on coupon, pg. 66

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays on various products. For more information—

Circle No. 255 on coupon, pg. 66

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden

Introducing

OUR NEWEST MODEL...

the scale with the Lift!

Model

117



Retail \$895

In choice of colors

All chrome model \$1195

(Denver and West \$9.95 and \$12.95)

Customers love the ease and convenience of its built-in handle for easy lifting, plus all the famous features that have made *Health-o-Meter* America's most wanted bath scale. Styled by the noted designer, Jean Reinecke! Streamlined, low silhouette hugs the floor and blends beautifully with any decorating scheme. Easy to read magnifying lens with full 260-lb. capacity dial. Attractive, corrugated live rubber platform. Choice of colors with gleaming chrome trim. The ultimate in precision, beauty and accuracy.

Stock the complete *Health-o-Meter* line!
Wide variety of models and styling!

There's a *Health-o-Meter* Bath Scale to suit every budget, every gift requirement, every color scheme. All models are available in white, green, blue, yellow, rose or black.



Nationally Advertised

In Good Housekeeping and Better Homes and Gardens

...the original
bath scale

Health-o-Meter

CONTINENTAL SCALE CORPORATION • 5701 S. Claremont Avenue • Chicago 36, Illinois

stand free to any dealer who has Hanson scales, will hold seven sets and is 18" wide by 14" deep. A new bath scale sampler of six scales, No. 3580, includes without charge a merchandiser which can be used on the counter, floor, or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. 256 on coupon, pg. 66

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and cordage. Approximately 4' high, this

stand has five shelves with dividers, making 10 display compartments. White on the outside with blue bins, the stand is printed in red and blue. For more information—

Circle No. 257 on coupon, pg. 66

Scott-Atwater Manufacturing Co., Inc., 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Handbook for 1955" covers all of the sales promotion material available to Scott-Atwater dealers in 1955. This material includes free mats and ad builders; a giant window streamer which features the line up of 1955 Bail-a-matic models;

handout stuffers; color postcards; dealer decal; imprinted match books; service uniforms; and copy for radio commercials. An indoor sign, in three colors, plastic, 50" x 14", and illuminated by two fluorescent tubes, and an outdoor sign 72" x 36" illuminated by four fluorescent tubes are among the signs available. For more information—

Circle No. 258 on coupon, pg. 66

Reo Motors, Inc., Lansing 20, Mich., supplies its dealers with informative 4-color envelope stuffers on a no-charge basis. A red window banner with white lettering, which is currently being used, also is given free. A broadside in color depicting the various model mowers and a breakdown of their parts is provided dealers at a cost of \$15.95 per thousand imprinted with their names and addresses. Indoor and outdoor sales and service signs which stamp the store's name and its Reo dealership upon the mind of the public may be obtained at the following prices: outdoor service and outdoor sales signs are \$149.50 each; indoor, \$9.90 each. For more information—

Circle No. 259 on coupon, pg. 66

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a permanent, self-service display of all plastic construction at no extra cost for the TD-48 Hold-E-Zee screwdriver assortment. This Tenite display holds a stock of 48—17 types and sizes—one to six of a kind. Each driver is marked on the display for number and price for easy replacement when sold. For more information—

Circle No. 260 on coupon, pg. 66

The Dicks-Pontius Co., Dayton 2, Ohio, has simplified dealers' requests for illustrations to be used in ads by offering a mat proof sheet showing all the product illustrations available in mat form. Dealers may request the mats by the key number which appears below them on the proof sheet. Further sales aids include counter displays. The White Wonder Sealing Compound appears in a red and white carton with a die cut pop-up lid. The poster-like lid tells the use of the compound; complete package holds 12 tubes. A red and yellow counter display carton holds 10 of the do-it-yourself caulking compound tubes. The lid illustrates typical places which may be caulked with the compound. For more information—

Circle No. 261 on coupon, pg. 66

National Lock Co., Rockford, Ill., will supply single and double column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For

There's a THIRSTY MARKET FOR IGLOO



- Construction Workers
- Farmers
- Sportsmen
- Automobile Travelers
- Truck Drivers
- Picknickers
- Service Station Operators
- Warehouse Workers
- Storekeepers
- Oil Field Workers

Superior Features

- Corrugated all-steel construction
- Double-locked seams
- Bottom Support
- Rolled hand grips
- Fully enclosed lid
- Recessed spigot

The World's Best
Portable Water Cooler

IGLOO... Can do a job for you!



2 AND 3 GAL.
SIZES

Be ready to fill the demand for IGLOO portable water coolers! Wherever there's thirst, there's a market for IGLOO... the world's best constructed, best promoted water cooler.

EFFECTIVE SALES AIDS

back you up all the way! Attractive feature cards, point-of-purchase displays, giveaway folders, newspaper mats tell your customers about IGLOO'S superior features.

Ask your jobber or write:

BETTIS CORPORATION

P. O. Box 9945 • Houston 11, Texas

Hinges by GRIFFIN



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN— Manufacturing Company

ERIE • PENNSYLVANIA
REPRESENTATIVES

ATLANTA, Ga. Walter S. Johnson & Sons 917 S.E. Charles Avenue	DENVER, Colo. Roy L. Rogers 1629 Garfield Street	NEW YORK, N. Y. The H. S. Allen Company 45 Warren Street
BOSTON, Mass. Austin & Eddy Inc. 115 Broad Street	DETROIT, Mich. George A. Gregg 141 W. Eight Mile Road	SAN FRANCISCO, Calif. C. L. Lewis 2450 17th Street
CHICAGO, Ill. Willard H. Davis 1639 Fargo Avenue	JACKSON, Miss. L. G. Fuller Jr. P. O. Box 2115	SEATTLE, Wash. R. F. Bowers 4524 East 6th Street
DALLAS, Texas E. H. Farrar 2nd Unit Baulte Pk. Bldg.	KANSAS CITY, Mo. Harvey D. Rush & Sons 4638 Nichols Parkway	ST. LOUIS, Mo. C. Melbaum & Co. 6954 Glendale Avenue

Who buys fishing lines



in a hardware store?

- ✓ Bait Casters
 - ✓ Fly Casters
 - ✓ Trollers
 - ✓ Surf Casters
 - ✓ Spin Fishermen
- ... and many others!

You can sell every type of fisherman when you feature SUNSET fishing lines. SUNSET has a line for every fishing purpose. The SUNSET brand has been widely advertised for over 20 years and is well known and respected by fishermen. Sell SUNSET — it's easier!



FLEXON Softest, slickest, strongest monofilament, made by German process — holds knots, handles like magic.



CASTMASTER Finest siliconized nylon casting line; perfectly balanced to absorb shock, set hook, hang on.



FLOATER Non-sinkable fly line with unexcelled casting qualities for dry fly, bass bug and all top water fly fishing. Smooth, pliable plasti-seal finish never becomes tacky.



SURF KING Line of the champions for salt water squidding, fresh water trolling. New small diameter, siliconize finish.

Write for full color catalog of Sunset Lines and dealer selling aids, giving name of your jobber, Sunset Line & Twine Co., 1107 Jefferson St., Petaluma, California.

sunset *fishing lines*

PETALUMA, CALIFORNIA FLORENCE, ALABAMA

A **NEW** "Do-It-Yourself"
product from **NATIONAL**



Sealer-strip

White Metal and Felt WEATHERSTRIPPING

For doors and windows

Can be installed in
minutes with scis-
sors and hammer

Here's another National product that's bound to get a big play from all your customers—Columbia Sealer-strip. This unique aluminum-felt weatherstripping can be readily installed by anyone in a matter of minutes. What's more, it can be used where units are "out of square" and will efficiently cover extremely wide cracks. If your jobber can't supply you, write us.

Packaged to Sell on Sight!

Each attractive 2-color box contains 17' of Sealer-strip with complete installation instructions.



It's good business to sell the complete National line:

- ★ WEATHERSTRIPPING • Thresholds • Spring Bronze • Metal and Felt Sweeps • Door and Window Sets
- ★ SPECIAL ROLLED MOLDINGS
- ★ BINDING AND EDGING

Write today for complete details
and price schedule



2 GATEWAY CENTER
PITTSBURGH, PENNA.

Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan, introduced as a sales aid, features screws, stove bolts, and hardware products packed in small compact boxes which have clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. 262 on coupon, pg. 66

Peaslee-Gaulbert Paint & Varnish Co., 223 North Fifteenth St., Louisville 1, Ky., offers a number of dealer identification devices designed to increase sales. Large exterior signs, window signs, electric clocks, door and window valance decals, etc., serve to promote the Pee Gee line. In addition, the company provides the dealer with window displays and counter cards, color selector charts, direct mail advertising and counter leaflets. Other dealer helps include the Pee Gee name on workmen's caps, coveralls, wet paint signs, and rules. For more information—

Circle No. 263 on coupon, pg. 66

Utica Drop Forge & Tool Corp., Utica 4, N. Y., offers dealers electros and mats for newspaper advertising, plus folders describing the mats. Unlimited quantities of pamphlets describing various tools are provided at no extra cost with dealer's imprint if desired. The new "Third Dimension" display featuring the Utica No. 92 Locking Wrench is among the counter merchandisers available. This holds all three sizes of the wrench with illustrations showing what the wrench is and how it works; a special holder contains descriptive folders. Besides supplying wall displays, tool cases, and counter cards, Utica's dealer aids include the facilities of the home office advertising department which is equipped to furnish ad layouts, manuscripts for radio, television and newspaper, and direct mail assistance. For more information—

Circle No. 264 on coupon, pg. 66

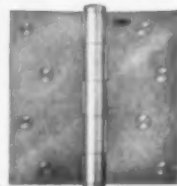
The Yale & Towne Manufacturing Co., Stamford, Conn., provides carded hardware as a dealer help in boosting sales. The company also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. 265 on coupon, pg. 66

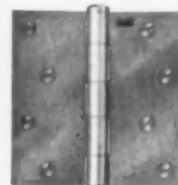
Check

STANLEY No. 241 Hinge

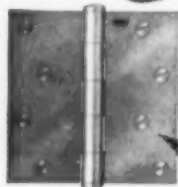
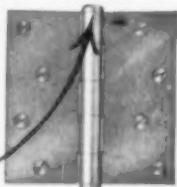
against any made
anywhere in the
world.



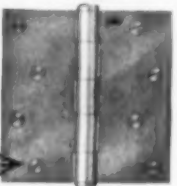
Made of smooth
steel, toughened by
cold rolling.



Patented, self-seat-
ing, non-rising, lu-
bricated pin. Flat
button tips.



Precision manu-
facturing makes every
hinge identical —
uniform.



Clean, accurate
machine-cut coun-
tersinking.



Exclusive hole in
lower tip for easy
pin removal.

It's worth more
But you pay no more
It's the standard
of the world!

Smooth square corners, or RD241 with rounded corners for machine mortising. Also available in bonderized finish for painting. Ask your wholesaler, or write The Stanley Works, New Britain, Conn.

REMEMBER  THREE HINGES TO A DOOR

STANLEY

Hardware

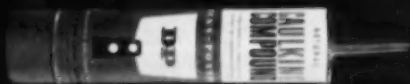
POOLS • ELECTRIC TOOLS • STEEL STRAPPING • STOPS

easy-to-use,
easy-to-sell...
 these high quality
D-P COMPOUNDS!



D-P GLAZING COMPOUND

• For glazing all sash—wood or metal • Perfect for dozens of additional home repair jobs—filling nail holes, cracks, etc. • It's white—easy to handle—remains pliable—seals permanently!



D-P CAULKING CARTRIDGE • Finest caulking compound ever made • Packed in handy 1/10 gallon cartridge with applicator spout • Will not bleed, stain or discolor masonry. Remains semi-plastic • Designed for use in standard or half barrel caulking guns.



NATIONALLY ADVERTISED!
 Featured in Hardware Week!

Order D-P Glazing Compound and D-P Caulking Cartridges today for extra sales and profits.

THE DICKS-PONTIUS COMPANY • DAYTON, OHIO
 Alexandria, Va. • Decatur, Ga. • Dallas, Tex.

*Balanced
 Perfection!*



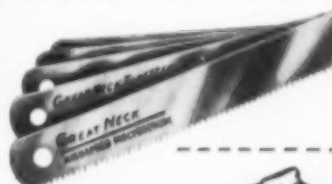
**NEW
 ADJUSTABLE
 TUBULAR
 HACK SAW
 FRAME
 No.325**



All Chrome Plated with
 Handle and Blade
 Finished in Gold . . .

**A Perfectly Balanced
 Work Tool for
 Master Mechanics and Craftsmen**

- Unbreakable butcher boy handle has special, firm "safety-grip" design for added protection
- Permanent thumb rest on tubular frame for easier, balanced cutting . . . prevents greasy hands from slipping
- Tubular-frame construction is lightweight, yet exceptionally sturdy for heavy duty work
- Frame is furnished with Great Neck's standard 10" gold finished tungsten blade . . . individually boxed and attractively priced for profitable year round sales. Retail for \$2.98



Standard Tungsten and high speed Molybdenum hand hack saw blade displays—available for easy, self-service selling.



Hack saw frames with butcher boy and pistol-grip handles available in a full price range.

• Order from your jobber
 Write for Complete Catalog
 of Tools and Kits for Everyone



Great Neck

SAW MANUFACTURERS, INC.
 MINEOLA, NEW YORK



Refrigerator Type

ELECTRIC ICE CREAM FREEZER

A new and sensational electric freezer. No ice . . . no salt . . . Works in freezing compartment of almost any electric refrigerator. Makes 2½ quarts of good old fashioned ice cream.

THE WORLD'S LARGEST MANUFACTURERS
OF HOME ICE CREAM FREEZERS

**White
Magic**

P

3 BEST SELLERS

IN HOME ICE CREAM FREEZERS

★ Get your share of the profitable home ice cream freezer market! Quick turnover products with proven sales appeal and backed by nearly a century of manufacturing "know how". Not just a seasonal item. Porter home freezers will move off your shelves the year around.

HUSKY®

A guaranteed, hand operated freezer. Finish in blue enamel, solidly constructed, the Husky is made in 2, 4 and 6 quart capacities.

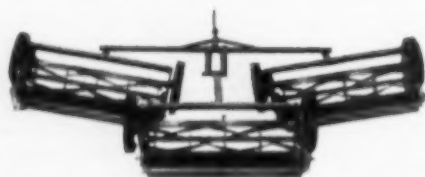


DOLLY MADISON

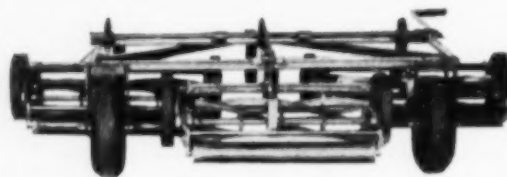
Electric freezer with exclusive "Twist Lok" feature. Simple, efficient operation. 2, 4 and 6 quart capacities.

MANUFACTURED BY *The J.E. Porter Corporation*
OTTAWA • ILLINOIS

Designed by LAWSHEAR for SHEER Lawn Beauty



LAWSHEAR GANG MOWER—Designed for long service at low price, this gang of 3 drag mowers cuts larger lawns quickly and easily, saving time and expense. Any tractor, jeep, truck or pulling agent designed to travel from 3 to 7 m.p.h. will power this gang. Set of 3 cuts a swath of grass 72" wide. Pulled at speed of 7 m.p.h. will cut an acre in 25 minutes. Sold also in single 25" width units.



3 GANG TRAILER—especially developed to meet the demand for transporting our 3 gang mowers during normal cutting operation, with simple arrangement for lifting cutters when crossing roadways and obstructions, or for transporting of mowers without detaching. Provides maximum cutting width of 72".

Can be Used on Most Makes of Tractors.
Inquiries from Dealers Invited.

ROXY LAWSHEAR CORPORATION

8115 FORREST AVENUE

ELKINS PARK, PENNSYLVANIA

(Continued from page 63)

chairman of the Electrical Housewares Committee of the National Association of Electrical Distributors.

Referring to the recent report of the Attorney General's National Committee to Study Antitrust Laws that favored outright repeal of Miller-Tydings and McGuire Acts, federal cornerstones of Fair Trade, Mr. Fingruid went on to say:

"Think of the chaos that will result and how the manufacturer and the retailer will be affected in the electric housewares industry. Supermarkets and chain stores will use the tremendous public acceptance generated by manufacturers over the past decade to offer their trade-marks as loss leaders. After they have served their purpose, the carcass that will remain will be thrown back to the small retailer as a useless object. That's what will ruin the small retailer in the housewares industry if Fair Trade is abolished," Mr. Fingruid declared.

He termed as ridiculous the Brownell group's assertion that the repeal of the Fair Trade Law will help the present discount operator. "These so-called price cutters will not have a 'Chinaman's chance' against the fierce competition of the supermarket and chain store. Their prices of today will not stand up because these operators are not interested in electric housewares as a profit maker. They want—and need badly—anything to attract people into their stores because of the competition that exists among them and their desire to set new sales figures each period.

"To sell Sunbeam or General Electric or other trade-marks of such important value below even the retailer's cost prices will be a simple task," Mr. Fingruid admitted. "So what chance would the retailers who earn their livelihood selling this merchandise have in such a war among giants."

What about the public, Mr. Fingruid asks. They may stand to gain temporarily since they will be able to buy their requirements at a ridiculous price. "But, inasmuch as every electric housewares item is used for approximately 15 years, they will lose," he said, "because manufacturers will not be able to produce better merchandise or new products since the incentive for doing so will be completely lost."

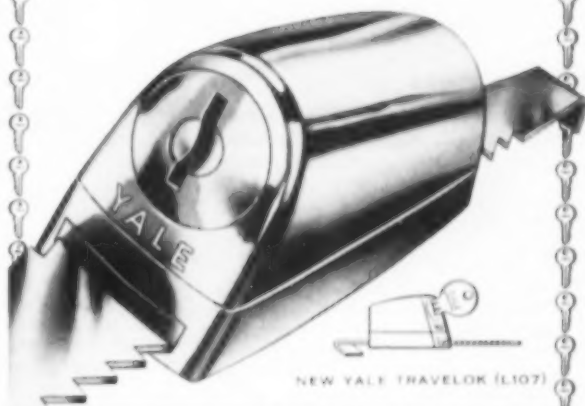
According to Mr. Fingruid, those distributors who are able to operate on an economical basis—and who have not increased their warehousing and administration costs to the point where they must do a terrific volume to earn a meager profit—will continue to operate and profit.

"But those distributors who have played ball with these co-called discount operators and have done everything possible to tear down the principle of good merchandising will get what is coming to them," Mr. Fingruid warned. "They won't be able to sell the legitimate retailer and the fast operator will definitely be out of the picture."

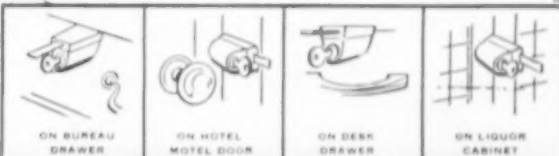
Mr. Fingruid is confident, though, that Congress will not tolerate any action that will even tend to weaken the foundation of the American way of doing business, dependent as it is upon the survival of the small legitimate merchant.

"We should be glad that the fight will be brought out into the open," Mr. Fingruid added. "Every retailer and every distributor will not recognize that this is a fight for his very existence. And, once and for all, we will bring the entire matter to a successful conclusion."

YALE TRAVELOK



NEW YALE TRAVELOK (L107)



**YALE HAS THE PRODUCTS AND THE
POINT OF SALES DISPLAYS
THAT SELL THEM**

FAST!



FREE! SEND NOW!

Write for valuable Yale
"Stock Hardware Catalog"
THE YALE & TOWNE MFG. CO.,
Lock & Hardware Div., White Plains, N. Y.

YALE REG. U. S. PAT. OFF.

YALE & TOWNE

HARDWARE

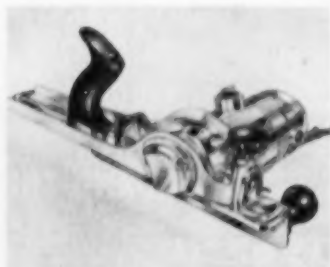
NEW PRODUCTS

For more information on these sales aids
use the return post card on page 66

Power Plane

A new longer and wider power plane, with a motor that is interchangeable with a router attachment or bench shaper plate, has been placed on the market by The Stanley Works, Electric Tools Division, New Britain, Conn.

A feature of this plane, the manufacturers point out, is an especially designed exhaust which blows chips away before they can lodge under the shoe and mar the finished surface. The plane, run by a $\frac{3}{4}$ h.p. motor, has a 16" shoe and makes cuts up to 2-1/16 inches wide.



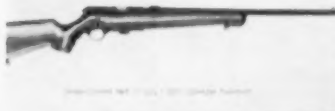
There is a special adjustment designed to level the cutter blade in a matter of seconds. In addition, a two-inch "fence" permits the blade to be tilted 45 degrees inward and 15 degrees outward for angle planing.

To give positive alignment when angle planing, there are special metal brackets marked with easy-to-read numbers, the manufacturers state. A handy knob gives fingertip control to depth adjustments up to 3/32 of an inch. For more information—

Circle No. 1 on coupon, pg. 66

22 Caliber Rifle

The new 22 caliber model 140K "Sporter" rifle is announced by O. F. Mossberg & Sons, Inc., New Haven, Conn. The company describes it as fast handling and lightweight—5 $\frac{3}{4}$ pounds—yet it is suitable for target shooting since it has many of the features of rifles made for target match competition. Cheek piece, ex-



tra long, 24 $\frac{1}{2}$ " barrel, molded finger grips, adjustable trigger pull, grooved trigger—all are said to contribute to high accuracy.

Bolt operating, the 140K action feeds from a 7-shot clip magazine. It has open sights for fast handling, post front and Mossberg's new open rear with adjustment for windage and elevation. Receiver is drilled and tapped for Mossberg No. 5130 Micro-click, Lyman, and other make Peep Sights. Receiver is also grooved on top for Mossberg 4M4, 4-Power telescope sight.

Other features of the new 140K are the custom-type Monte Carlo stock of genuine American walnut and the positive safety with red and green "stop and go" buttons inlaid in the small of the stock.

Retail price is \$24.95. For more information—

Circle No. 2 on coupon, pg. 66

Rotary Tiller-Mower

Introduced as a new idea in lawn and garden power tools by The Midland Co., South Milwaukee, Wis., the



Midland Rotary Tiller-Mower is designed for such jobs as tilling, cultivating, weeding, mowing, snow plowing, light hauling, weed cutting and poultry litter removal.

The unit is equipped with a 2-h.p. Briggs & Stratton engine, 4 x 16 flexible semi-pneumatic tires of $\frac{1}{8}$ " tread, weighs approximately 100 pounds, and stands 25 inches high. Among the new features pointed out by the manufacturers is a full geared differential to provide full maneuverability and control of tractor and speed even on grades.

Its semi-pneumatic tires minimize wheel tracks on soft lawns yet give good traction when the operator is tilling, cultivating or hauling light loads, state the manufacturers. Variable speed is governed by throttle control setting.

Available attachments for the Rotary include a sulky, a 10" tiller, 21" rotary mower, 24" reel-type mower, 30" sickle mower, dump cart and 30" snow blade. For more information—

Circle No. 3 on coupon, pg. 66

All-Purpose Glue

Uhu glue is introduced to the United States market through Uhu Products Corp., Uhu Bldg., 820 Greenwich St., New York City. Plans have been made to sell household tubes in two sizes; one to retail at 25 cents and an economy size to retail at 69 cents. The glue, formula Adheson #22, is being marketed as an all-purpose glue.



It is claimed to be waterproof, non-staining, colorless, flexible, insulating and is said to contain no acid and no harsh alkali. Furthermore the firm states Uhu glue is unaffected by heat, cold, steam, acid or oil.

The economy size is being packaged 12 boxes in a display carton;

Water Boy!

(1955 MODEL)

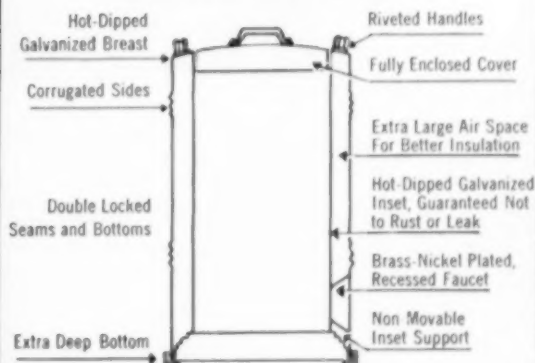
arctic portable
water coolers by



De Luxe Arctic Portable Water Coolers are big, rugged . . . built to give your customers lasting satisfaction under the toughest conditions.

They're ideal for construction work, oil fields, service trucks, warehouses, logging camps, shops . . . everywhere there's a need for a *portable water fountain*. They're ideal for hunting and fishing, too. Best of all, they're designed to create *sales* for you with features your customers want: popular 2, 3, 5 and 10 gallon sizes, quality materials and the *De Luxe* name! Order from your jobber today.

NOTE THESE IMPORTANT CONSTRUCTION FEATURES



THE SCHLUETER MFG. CO. • ST. LOUIS 7, MO.

SOUTHERN HARDWARE for MAY, 1955



SHIP TODAY

THE BEST SCREW HAS A SOUTHERN ACCENT . . . ON SERVICE

You want quality screws to keep your production cost low and your assembly line moving. But even the quality screw can cost you money by not being there when you need it.

That's why SOUTHERN accents SERVICE:

Prompt Shipment

from 600,000,000 screws in stock.

Secure Packing

in containers especially built and sealed against loss in shipment.

One Source

for your convenience. We save your time by giving you one source for all your wood screw needs.

Free lubrication

for screws in bulk.

Write for free color label chart, package stock guide, bulk stock list, Box 1360-S.

WOOD SCREWS • STOVE BOLTS

In Bulk Only: Machine Screws • A & B Tapping Screws
• Hanger Bolts • Carriage Bolts

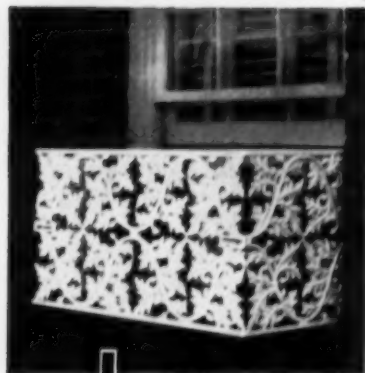


Factory Warehouses:

New York, N. Y. • Chicago, Ill.
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Sold Through Leading Wholesale Distributors

Magic TFC Windo-Grille



BEAUTIFIES
WINDOWS
WITH AIR
CONDITIONERS

And TFC Windo-Grille is so versatile! Other uses include flower box, window shutters, window balcony and elsewhere.

RETAILS FOR ONLY \$22.50
Standard unit

(Dealer markup 66-2/3%)

- Attractive oak leaf design beautifies any window
- Made of special tough alloy aluminum to withstand any weather
- Easy to install—all bolts and screws furnished
- Finished in white enamel, ready for installation
- Adjustable to fit any window

Order from your jobber today,
or write

TFC

TENNESSEE FABRICATING COMPANY
America's Foremost Ornamental Iron Plant
1450 Grimes St., Memphis 6, Tenn.

and the regular size is being shown in a 24-tube pin-up display piece. Arrangements now are being made to service dealers through sectional wholesalers. A series of dealer aids have been prepared.

The package states that this all-purpose glue may be used for wood, glass, paper, metal, fabrics, marble, leather, stone, celluloid, plastic, porcelain, plaster, pottery, cement. For more information—

Circle No. 4 on coupon, pg. 66

Window Washer

The Truly Magic Window Wand, a window washing device designed to provide an easy way of washing windows, is announced by Truly Magic Products, Inc., 287 Delaware Ave., Buffalo 2, New York.



The handle holds three drops of liquid detergent and enough water to wash over 20 windows in one-fourth the usual time, according to the manufacturers.

A dripless, self-feeding sponge applies suds to glass, mirrors or tile. The specially ground, live rubber squeegee blade cleans, dries and polishes glass in seconds, the manufacturers add. The product is designed for use in homes, stores, service stations and autos and retails for \$2.69. For more information—

Circle No. 5 on coupon, pg. 66

New Food Grinder

Turning a built-in regulator to the left or right increases or decreases the grinding pressure in the new Mouli meat grinder and food chopper, according to Mouli Manufacturing Corp., 91 Broadway, Jersey City 6, N. J. This innovation plus the interchangeable tempered steel cutting discs included with the unit permit extra-fine, medium and coarse grinding to any desired consistency on such foods as raw or cooked meats, baby foods, nuts, and other foods, they continue.

The Mouli is equipped with non-skid, rubber tipped fold-away legs, one of which serves as a handle for holding the unit while grinding. The



spread of the tripod legs is said to provide support for the grinding operation, without the unit moving. The legs fold under for space saving storage. The grinding chamber is elevated adequately to permit grinding directly over a dish or pan. No bolts or nuts are required in setting it up ready for operation. It snaps apart for easier cleaning.

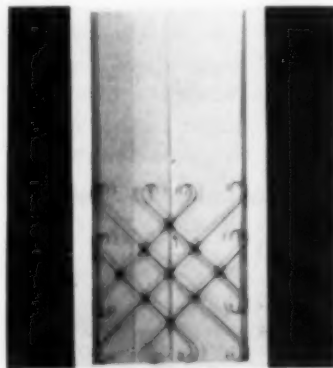
The Mouli meat grinder and food chopper is individually packaged in a multi-colored box with instructions for use. For more information—

Circle No. 6 on coupon, pg. 66

Screen Door Grille

A new Half-Length Screen Door Grille for the lower priced market is announced by National Guard Products, Inc., Memphis, Tenn. A choice of three finishes is offered; list price is \$2.55.

The new grilles are available in



black enamel finished steel, in aluminum finished steel, or in weather-resistant anodized aluminum.

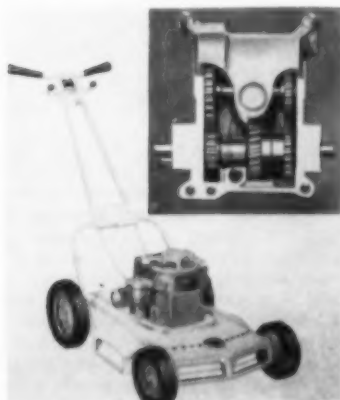
These grilles are adjustable from 16-inches wide x 41-inches high to 37-inches wide x 23-inches high. They are manufactured of 1/4 x 1/2-inch material and riveted at intersections.

In addition to the new Half-Length Screen Door Grille, National Guard manufactures a complete line of full-length adjustable and custom-sized screen door grilles, weather-stripping, aluminum moldings and window guards. For more information—

Circle No. 7 on coupon, pg. 66

New Rotary Power Mower

A new rotary power mower, the "Constellation," introduced by The Moto-Mower Co. of Richmond, Ind., gives the operator his choice of two speeds forward, and a free-wheeling stage, to provide the most convenient speed under all mowing conditions. The so-called "walking" speed of about 2½ miles per hour is designed for normal mowing, and is said to enable the 21" mower to cover about half an acre of lawn in one hour.



The "creeping" speed of approximately half-a-mile per hour is provided for heavy mowing of extra tall grass and weeds. At this slow speed, with the front guard removed, the mower will plow through the tallest weeds under its own power, according to the manufacturers, without even being guided by the operator. The free-wheeling stage disengages the wheels and enables the operator to guide the mower around flower beds, shrubs, and fences at will.

This three-speed operation is achieved through a miniature automotive-type synchromesh transmission which is completely enclosed and out of sight under the deck of the mower. Speeds are said to be changed instantly by a slight movement of the finger-tip aircraft-type controls on the mower handle.

This three-speed synchromesh transmission is an exclusive feature of the new "Constellation" model, according to the announcement. For more information—

Circle No. 8 on coupon, pg. 66

1955 Louisville Catalogs

The Hillerich and Bradsby Co., Louisville, Ky., announces that its catalogs—one on Louisville Slugger Baseball and Softball Bats and the other covering the complete line of Grand Slam Golf Clubs—are ready. Copies may be had in whatever quantities are needed by writing the company. For more information—

Circle No. 9 on coupon, pg. 66

THE WHOLE TRADE'S TALKING ABOUT



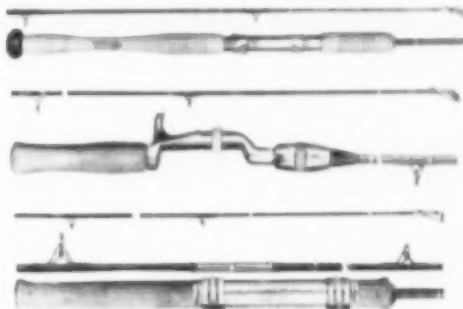
PREMAX

**THRIFTY LINE
FOR '55**

featuring

The BLACK WATCH TRIO

Sales are proving that customers know there's nothing cheap about these fine solid black glass rods but their price. Each has colorful nylon-wrapped stainless steel guides and cloth carrying bag . . . and they fish as good as they look.



TOP TO BOTTOM.

BLACK WATCH TROLLER 5-1/4-ft. trolling or boat rod. Chrome plates brass reel seat, natural hardwood grips
No. 42A43 list

\$5.95

BLACK WATCH CASTER 5-ft. casting rod, die-cast aluminum handle, cork grip. No. 7A11 list

\$4.95

BLACK WATCH SPINNER 6-foot. spinning rod, natural cork grip, chrome plated center ferrule. Also in 6-1/2 ft. length. No. 2491 (6') or 2492 (6-1/2') list

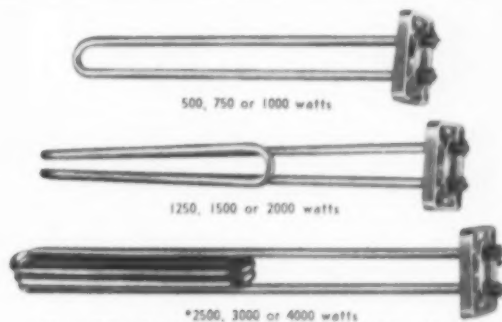
\$5.95

Be sure to see all the new rods in Premax's Thrifty Line. Ask your jobber or write for the new 1955 Catalog.

Div. Chisholm-Ryder Co., Inc.

5534 Highland Ave., Niagara Falls, N. Y.

PREMAX PRODUCTS



500, 750 or 1000 watts

1250, 1500 or 2000 watts

*2500, 3000 or 4000 watts

For Efficient, Reliable Water Heating

VULCAN REPLACEMENT

ELECTRIC IMMERSION ELEMENTS for

DOMESTIC HOT WATER HEATERS Type DSF

MEET ALL REQUIREMENTS of Underwriters' Laboratories. Each unit complete with one composition gasket and individually boxed for shelf stock.

CONSERVATIVE watt density ratings for longer life.

EXTRA HEAVY FORGED BRASS FLANGE eliminates possibility of distortion and resultant leakage.

"POWER BOND" attachment of heater tubes to flange for leakage elimination.

"DIE STRUCK" bends in tubular heater added protection against grounds and shorts.

MOISTURE PROOF PROTECTION at terminal ends by high-heat resistant thermoplastic insulators.

118 OR 236 VOLTS

*236 VOLTS ONLY

ORDER THROUGH YOUR LOCAL JOBBER

VULCAN ELECTRIC CO., DANVERS 17, MASS.

Makers of Vulcan Electric Soldering Tools, Solder Pots, Glue Pots, Branding Irons, Heating Units and Heating Devices.

get your share
of this

PROFITABLE MARKET

Believe it or not, more than 6 million horses and mules need shoeing each year—and today their owners are looking to YOU to supply them. Horseshoes are a high-profit item...come packaged 10 pair to the box—easy to store, shelve, and sell. *Stir yourself:* Write now to Dept. H-2 for name of distributor, free catalog and pricing information.

YOUR CUSTOMER LOOKS FOR THIS TRADE MARK →

It signifies the
**WORLD'S LARGEST
MANUFACTURER OF
HORSE AND MULE SHOES.**

Phoenix MANUFACTURING CO.
Joliet, Illinois



**RUGGED
ROBERT** ★★★★★
BRAND 5 Star Quality

means more profit to you

- ★ Best looking broom rake in America—Sells on sight.
- ★ Made with quality materials throughout—tines finest carbon steel.



- ★ Special patented cover plates and sockets lock all parts for life—rake can't come apart or lose shape.
- ★ Unconditionally guaranteed for 2 years—date of manufacture on every rake.
- ★ Workmanship upholds high standard of Rugged Robert name—brings repeat orders everywhere.



Wire Products Company
2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

**RUGGED
ROBERT**
BRAND

Ironing Pad Set

Geuder, Paeschke & Frey Co., Milwaukee, Wis., has announced the addition of a foam rubber ironing table pad and cover set (model 375) to its Cream City Met-L-Top line.



Made of Goodyear Airfoam foam rubber, the new pads have a resilient cushion that is designed to allow ironing over buttons, zippers, embroidery, snaps, etc. The foam rubber pad construction is said to prevent slipping and sliding when the pad is placed on the ironing table. Made with a cotton knit waffle-weave top, the rubber pads may be used for both steam and dry ironing. The heavy drill cover, which is part of the set, is sanforized, and can be laundered frequently without shrinking, state the manufacturers.

In addition to the foam rubber sets, the Cream City Met-L-Top line also includes a pad and cover set with a cotton knit pad, an ironing table cover which is sold separately, and the "Champion" pad and cover set. For more information—

Circle No. 10 on coupon, pg. 66

Green-Gold Nozzle

No. 145 Green-Gold Nozzle is one of the new 1955 additions to the line of H. B. Sherman Manufacturing Co., 22 Barney St., Battle Creek, Mich.



The manufacturers state that it is a tie-in seller for plastic hose. It is said to be durable as well as attractive as all working parts are made of brass with superimposed red, green or yellow plastic sleeve. It has full stream, adjustable spray with positive shut-off. For more information—

Circle No. 11 on coupon, pg. 66



More profit on
HOUSEWARES
with these
high-quality
fast-selling
BRUSHES

Put this good-looking display of *quality* household brushes in a good traffic spot and watch your brush sales climb. Profits, too — not just 33⅓%, but a full 37½% — for you.



colorful merchandise...
appealingly displayed

Kellogg Brushes

famous name... famous brand

KELLOGG BRUSH MFG. CO.

Westfield, Mass.

UP Sales and Profits
in *Tinware* with
nationally advertised
MOULI LINE

**NEW! KING SIZE
SALAD MAKER**

SLICES • CHOPS • SHREDS • GRATES



Individually packed in
multi-color display cartons

RETAILS **\$498**

MOULI
MANUFACTURING CORPORATION

91 BROADWAY JERSEY CITY 6, N. J.



Food Masher
(4 sizes
\$1.49 up)

Pepper
Mill
\$1.00

Nut
Cracker
\$1.00

Julienne
\$2.98

Mincer
\$1.00

easy to
LOAD

easy to
USE

easy to
SELL!



**COMBINATION
Caulking Cartridges**

FIT EVERY GUN!



With hole-in-top for
metal nozzle guns



With plastic nozzle
supplied for other guns



A plastic nozzle supplied with each cartridge of non-hardening, non-staining CALBAR Caulk makes it adaptable to every type gun on the market. Compare... super-elastic CALBAR Caulk is a quality product! Ask your jobber.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Pa.

NATIONAL GUARD Announces

new
\$9.95

SCREEN DOOR
GRILLE

**PRICED
TO SELL**

THE MASS MARKET

Three beautiful designs in white enameled steel. Adjustable to widths 34 to 32-inches... 60-inches high. Ready assembled and individually packed.

**HURRY! FOR COMPLETE LINE CATALOG
WRITE JOBBER OR TO US DIRECT**

NATIONAL GUARD PRODUCTS, INC.

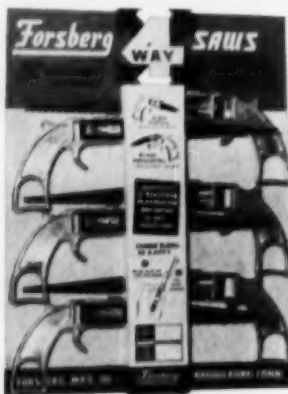
540 Jackson Ave., Memphis, Tenn.

WEATHERSTRIPPING • ALUMINUM MOULDINGS
SCREEN DOOR GRILLES • WINDOW GUARDS



NEW TUBULAR HACK SAW FRAME FORSBERG'S VIKING No. V250

Sturdily built to withstand rugged duty, Forsberg's new Viking No. V250 Hack Saw has an adjustable tubular steel frame that does not collapse when blades are changed. Perfectly balanced, the lightweight V250 has a convenient thumb rest for better control. The Butcher Type Handle is die-cast, the tubular back is polished and nickel-plated. Individually packaged — complete with one 10" Hy-Flex Blade.



THE NEW FORSBERG 4-WAY KEYHOLE HACK SAW DISPLAY No. V35-6

This attractive 3-color counter or wall display consists of six new 4-way Keyhole Hack Saw Frames with patented die-nut handles and patented 4-way blades. No saws or tools are needed to change blades that can be forced in four directions. Packed 12 and 25 saws per carton. Also packed 1 doz. frames per box.

VIKING HAND DRILL No. V700

Perfectly balanced and designed No. V700 is a handy and useful tool. Die-cast pinions and gear are "factory-tested." Tool steel chuck has three tight-gripping jaws with a capacity of 1/4 inch. Length 11 1/2 inches.

VIKING COPING SAW No. V010

The fine appearance and easily demonstrated superiority of this saw makes the V010 the dealer's choice. The flat steel frame is nickel-plated and has a hard-wood handle. Adjustable for tension.



WHALE BRAND SCREW DRIVERS No. W016 AND No. W217

No. W016 has a 5" chrome Vanadium alloy square steel blade and a Noembo extruded plastic handle. Ideal for the skilled mechanic. No. W217 has a wood handle and a Phillips alloy steel blade. Available in lengths of 3"—4"—5"—6"—8"—10".

THE FORSBERG MANUFACTURING COMPANY
125 Seaview Avenue, Bridgeport 1, Conn., U. S. A.

Hose Clamp Pliers

K-D Manufacturing Co., Lancaster, Pa., announces a new swivel jaw Hose Clamp Pliers designed to overcome the difficulties of servicing self-tightening wire hose clamps. Jaws swivel through 180 degrees to permit removal of installation of clamps at any position.



The handles are slim so the tool can reach deep into motors, state the manufacturers. Deep slots in the jaws are said to hold clamps safely and securely, and the jaws are designed to close fully so the small sizes can be expended completely.

The pliers are about eight inches long, are all steel construction, and have tempered jaws and knurled handles. For more information—

Circle No. 12 on coupon, pg. 66

Rotacut Lawn Mower

The Rotacut gas powered lawn mower, Model GC-72, is announced by Farm Products Co., Inc., Excelsior Springs, Mo.

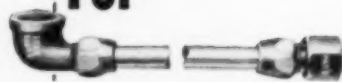
The mower has a reinforced aluminum base, a full 18" cut, and is powered with a 2-h.p., 4-cycle engine. The side wheels are staggered and are 10" x 2"; rear castor wheel is 6". The cutter bar has a crimped edge for "double-lift" action. Other features pointed out are the safety mounted tips; grass flaps which are to prevent windrowing and to insure mulching of cuttings without any special attachment; direct drive to cutter bar, close hitch, for extra power; adjustable cutting heights of 1 1/4" to 3".

The Rotacut is a companion to the electric mower, Model ESP, which is powered with a full 1/2-h.p. motor, has a full 18" cut, and 8" x 1 1/2" side wheels. For more information—

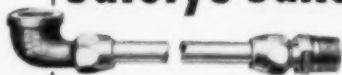
Circle No. 13 on coupon, pg. 66



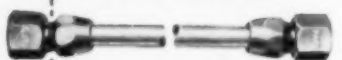
For



Safety's Sake



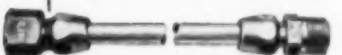
Insist on



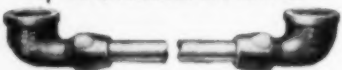
Superseal



Gas Range



Connectors



Easily Installed
Leak-Proof



SUPERSEAL Gas Range Connectors are available in six different assemblies, but only one top quality grade, certified and approved by the American Gas Association and Underwriters' Laboratories, Inc. The tubing is 3/8-inch O.D. aluminum, with a wall thickness of .049 inch. Fittings are of malleable iron, cadmium plated. Available in 12 to 60-inch lengths, with 3/4-inch pipe thread as standard. Special 1/2-inch pipe thread can be supplied in the straight male or female adaptors. Over 400 U. S. distributors. Insist on SUPERSEAL.

"Every Superseal Fitting is a union in itself"

Superseal
DIVISION

COLUMBIA MALLEABLE
CASTINGS CORPORATION
Columbia, Pa.

Masonry Anchor

A new fastener for anchoring into masonry, cinder block, and concrete is introduced by Diamond Expansion Bolt Co., Garwood, N. J.



This aluminum alloy anchor is of one-piece construction which the manufacturer says will permit perfect alignment in any drilled hole. Because of this one-piece construction, there is nothing to come apart.

Quicker, easier fastening is claimed by Diamond for these Diamond Hammer Drive anchors, since it requires a smaller hole with less drilling. The

galvanized nail which comes with the aluminum shield has special nurling to increase holding power. This entire assembled unit is said to offer more overall holding power; for example, up to one ton for the $\frac{1}{4} \times 1\frac{1}{4}$ size DHD anchor. They are packaged 25 to an individual box and are available in 13 sizes from $\frac{3}{16} \times \frac{3}{8}$ to $\frac{1}{2} \times 3\frac{1}{2}$. For more information—

Circle No. 14 on coupon, pg. 66

New Fishing Tackle

A wide assortment of balanced fresh and salt water fishing equipment is introduced by the Airex Corp., 411 Fourth Ave., New York, N. Y.

Highlight of the new items, according to the manufacturers, is the Larchmont spinning reel (shown). One feature of this is a device called the pre-set quadrant brake which is said to take the guess work out of brake setting by permitting the brake to be pre-set instantly to the maximum of any line test. Thereafter, by use of the quadrant lever, the flow of line from the spool may be controlled accurately from free spool up to maximum pre-set without exceeding it—all with a flick of the finger without releasing the crank handle, state the manufacturers.

The Larchmont reel is designed for

trolling as well as for spin-casting and can be used for all types of fresh and light salt water fishing. Price is \$25.

Two other Airex spinning reels in-



troduced are the Apache and the Spinster Mark V. The Apache has an interchangeable handle for right or left hand use and metal spool with a capacity of 100 yards of eight pound test line. Reel weighs seven ounces and sells for \$9.95.

The Spinster Mark V has stainless steel bail that folds against housing for compact and safe storage. Gear ratio is 3.44 to 1 and a line capacity of 200 yards of six pound test braided.



DOES EVERY JIG SAW JOB

- CORNICES
- SCROLL WORK
- CABINETS
- TOYS
- FURNITURE

Just

\$11.95



converts your table saw to a big jig saw in 3 minutes

Now you can have a rugged, big-capacity jig saw simply by mounting Circle Jig on any $1\frac{1}{2}$ " or $5/8$ " arbor table saw. Mounts quickly and easily. No special tools required. Compares with any high-priced jig saw—actually outperforms most. Exclusive operating features assure long, trouble-free service.

If your favorite hardware wholesaler cannot supply you order direct from

Versa-Tool

manufacturing
company

407 Lake Avenue
Racine, Wisconsin

WRIGHT



GALVANIZED WIRE STRAND . . . Guy wire for television antennas, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

Southern Representatives:
D. C. HORNIBROOK **LAWRENCE J. BALDWIN & SON**
E. L. HORNIBROOK 304 Carondelet Bldg.
302 17th, Avondale Estates, Ga. New Orleans 12, La.

G.F. WRIGHT STEEL &
WIRE CO.
WORCESTER • MASS.



PERFORMANCE PROVED

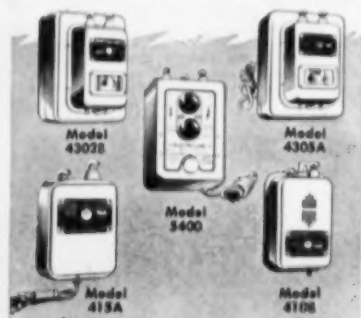
FENCE CHARGERS

Electro-Line makes a model for all fencing purposes — battery, hi-line, combination, weed control and super-shock chargers — so you serve better, sell better and profit better with Electro-Line. Electro-Line fencing doesn't cost — IT PAYS and it pays to sell Electro-Line.

See your distributor — write for FREE FENCING MANUAL

ELECTRO-LINE PRODUCTS CORP.
Saukville, Wisconsin

A MODEL FOR EVERY FENCING JOB



Price is \$13.50; in metal tackle box with accessories, \$21.50.

Other new items include a 1½" floating torpedo spinning taper, the Air-Fly, for fly and bug casting selling for \$2.50; and new Dacron braided line with reduced stretch (comparable to linen). Two 100-yard spools connected of four-, six- or eight-pound test in plastic box sells for \$4.40. For more information—

Circle No. 15 on coupon, pg. 66

Snapper Power Mower

The Southern Saw Works, Atlanta, Ga., has added the Snapper Twenty-Deluxe (shown) to its line of rotary power mowers. Two models are available, either hand or self-propelled.

The mowers have full 20" cut; 2½ h.p., 4-cycle engines; safety steel decks; rear wheel drive on self-propelled models; big 10" rear wheels, 8" front; and throttle and clutch controls are on handlebars for finger-tip control. Leaf mulchers are supplied as standard equipment.



The company also announces its Snapper Rotary Tiller and Snapper Power Cultivator. The one may be bought which best suits the gardener's immediate needs, according to the company, and then with a conversion kit convert the tiller to the cultivator or vice-versa. A full range of accessories to plow, harrow, weed, etc., are available. The tiller and cultivator are powered with 2-h.p., 4-cycle engines. For more information—

Circle No. 16 on coupon, pg. 66

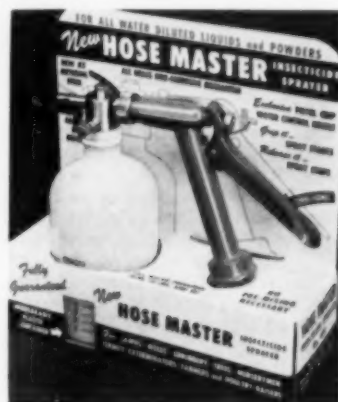
New Sprayer

The new Hosemaster #484 Sprayer for insecticides and disinfectants which may be attached to any garden type hose is introduced by the Gil-mour Manufacturing Co., Somerset, Pa. According to the company, the sprayer is lightweight, streamlined, equipped with exclusive pistol-grip water control nozzle, and designed to

CLASSIFIED

REPRESENTATIVE WANTED

Bicycle manufacturer desires sales representative to cover six southeastern states. Applicant should have knowledge of retail and wholesale marketing of bicycles or similar product and be native of or agreeable to residing in Alabama or Georgia. This is an excellent opportunity for the right man. Write Box 681, SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta 5, Georgia.



meet the sprayer needs of farmers, orchardists, nurserymen, gardeners, exterminators and livestock and poultry raisers. It may be used too for the mixing of detergents for washing cars, windows, buildings, etc.

Packaged in individual counter display boxes, the unit contains a calibrated pint-size polyethylene plastic bottle in graduations from one to eight ounces.

The Hosemaster #484 guarantees accurate solutions according to manufacturers' charts with water pressure of 20 pounds or more. It has all-brass, noncorrosive mechanism for long service.

Six Hosemasters, each completely assembled in 4-color, individual display box, are packed to shipping carton. Shipping weight is eight pounds per carton, F.O.B. Somerset. For more information—

Circle No. 17 on coupon, pg. 66

Oiler Line Catalog

A complete new 1955 catalog illustrating and describing the entire line of oilers, safety cans, and oil and gasoline containers produced by Eagle Manufacturing Co., Wellsburg, W. Va., has been released by the company.

This catalog is available in two forms, No. 55 General Catalog, and

CASH IN ON THE "DO IT YOURSELF" TREND



ROGERS GLUE provides the Home Craftsman with gorilla grip—a ton of strength in every drop . . . and a Clear—Uniform—Odorless Glue that means better projects, that are stronger, easier to finish with stain, shellac, varnish or paint.

FOR YOU:

National Advertising in outstanding publications like, "POPULAR MECHANICS, POPULAR SCIENCE, POPULAR HOMECRAFT, SCIENCE AND MECHANICS, SCIENCE ILLUSTRATED and HOME CRAFTSMAN informs customers and prospects that ROGERS, the best liquid fish glue, is available only through Hardware Dealers.

Protect your customers—Protect yourself—Stock up on Rogers Glue. See your jobber today, or if he is unable to supply you with Rogers Glue, write us immediately.



3,885 lbs. and over Shearing
Strength per Square Inch

ROGERS
ISINGLASS & GLUE CO.
GLOUCESTER, MASS.



leak proof!.. stick proof!

Strataflo Foot and Check Valves end leakage troubles, save wear and tear on pump, save their cost in service calls. Ideal for jet-type pumps. Write for Bulletin 203.

Order from
your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

FREE SELF-SERVICE DISPLAY

Speeds

**PROFITABLE
TURNOVER OF**



HANDE-BOLTS

Aluminum and Steel . . . 2 and 3 foot lengths. Steel—15 diameters: 6-32 thru 1 1/2". Aluminum—1/4, 5/16, 3/8, 1/2" diameters. N.C. thread; also unthreaded.

HANDE-BARS

Steel . . . 4 foot lengths of flats and angles of 1/2" stock. 3 sizes of each. Hande-Bars can be shaped, punched, drilled without heating . . . are easy to weld . . . have countless everyday uses.

Special lengths—Bolts, Rods, Bars, Angles—to order.

Compact, attractive display made of finished plywood is free to dealers with initial order for a money-making assortment.

SEE YOUR JOBBER OR WRITE FOR CATALOG SHEET

PERFECTION MODEL PRODUCTS

4147 W. KINZIE STREET • CHICAGO 24, ILLINOIS

Also Mfrs. of Perm-E-Lastic Glazing and Caulking Compounds

CASH IN WITH "OK" IN '55

The Only TRIMMER . . . EDGER

BOTH-IN-ONE TOOL

Trims . . . all the grass away from fences, walls, trees, rocks.

Edges . . . cuts a neat, trim groove between walk and sod.

Hook . . . protects blade, motor—guides every blade of grass into blade's path.

Blade . . . big 9-inch one-piece blade.

Motor . . . powerful—5/16" or 3/8" shaft, sealed ball bearings, moisture proof, fan cooled.



HEDGE TRIMMERS



ROTARY MOWERS

18-21 inch



J. A. ORR CO. Dept. SH 155
10019 SO. WESTERN AVE.
CHICAGO 43, ILL.

Please Rush Complete Facts.

Name _____

Firm _____

Address _____

City _____ State _____

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof
red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm
implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

Consumers

Products of Merit



CONSUMERS
WATERPROOF
TILE BOARD
CEMENT

- The quick, clean, easy way to put up tile board, any thickness — permanently!
- Never sets brittle... won't dry out and pull away.
- Waterproof. Contains special rubber base.
- Economical. Covers 150 sq. ft. per gallon.
- Available in quarts, gallons, 5 gallons.

ORDER FROM YOUR WHOLESALE -
OR DIRECT FROM US

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.



No. 55C Condensed Catalog.

Eagle oilers and cans may be used by factories, service stations, farmers, railroads, forestry departments, and sportsmen.

Both the No. 55 and No. 55C Catalogs are offered free to wholesalers or dealers. For more information—

Circle No. 18 on coupon, pg. 66

New Range Line

The new line of Enterprise ranges for 1955, announced by the Phillips & Buttorff Manufacturing Co., Nashville, Tenn., includes the 736 series with Top Griddle and Extra Grate Assembly. All are available with Simplex Simmer Top Burners if so ordered.



These custom models have thermostatically controlled ovens with Look-in-Oven - Light-in-Oven feature; contoured oven and compartment doors with a roll-out broiler assembly with deep pan and heavy grid; clock panel with four hour timer; electric appliance outlet; a coved tall backguard with concealed oven vent; large utensil storage compartment with drawer on roller-ball bearings.

Here's something
Really ALIVE
for '55

takes
Standard
Flashlight
Batteries
and Bulb



attractively
packaged

DIETZ Electric
COMET

There is a big and growing demand for this battery model of our popular Comet-style lantern. Low-priced — highly decorative — year round gift appeal — matchless safety makes it a sell-out for youngsters. Perfectly safe. Has ready emergency, utility value. Order from your jobber.

R.E. DIETZ COMPANY
EST. SYRACUSE 1, N. Y. 1840

All white panels are finished in titanium acid-resistant porcelain enamel with porcelain finish throughout including bases, burner-box bottoms, main back walls and oven racks. All models are 36" with 36" height to cooktop. For more information—

Circle No. 19 on coupon, pg. 66

New Wheelbarrow

A new wheelbarrow, larger in capacity than a consumer type home barrow, is introduced as the Jumbo. It is designed to fill the needs of the suburban home-owner and is said to



be suitable for the small scale farmer.

The wheelbarrow is of all steel construction and is equipped with a larger size pneumatic tired wheel

DRYCRETE

DEHYDRATED READY-MIXED CONCRETE

FOR ANY PURPOSE

Drycrete is available in 3 scientifically prepared, uniform mixes—Drycrete Concrete Mix . . . Drycrete Sand Mix . . . Drycrete Mortar Mix —to give best results for each particular job.

WEATHER PROTECTED

Drycrete is packed in multi-wall, dustproof, moisture resistant bags for full protection from cold or damp weather.

Would you like to share in the increased profits that the package concrete business is bringing to manufacturers, distributors, and dealers? Franchises and licenses for exclusive manufacture of Drycrete—as well as a few distributorships—are still open. Inquiries are invited.

Write to: General Manager, Box 631, Brewton, Ala.

DRYCRETE, INC.
BREWTON, ALABAMA



Lawn Beauty SPREADERS

**Built Up to a Standard
Rather than Down to a Price**



Available in 18", 24", 36" Standard and 36" Professional. Send for complete details.

"It Is A Very Great Pleasure

to get hold of a piece of equipment which will do all that is claimed for it, one built up to a standard rather than down to a price. We have sold a number of them already and when a customer takes one from the store we know we have made a friend. One of these fine machines in a neighborhood excites the envy of everyone who sees it in use.

"What a pleasure it is to be able to hand a customer a chart with exact settings for his immediate use without having to take a half hour or more to find out just how to set the machine. Believe me, we are very enthusiastic about this tool because it is easy to sell."

APPLICATION GUIDE WITH EACH SPREADER—55 brand name fertilizers, 10 non-brand materials and fertilizers plus seed mixtures have been factory calibrated with LAWN BEAUTY and can be spread exactly as recommended by the manufacturer.

SCHNEIDER METAL MANUFACTURING CO.

1803 South 55th Avenue

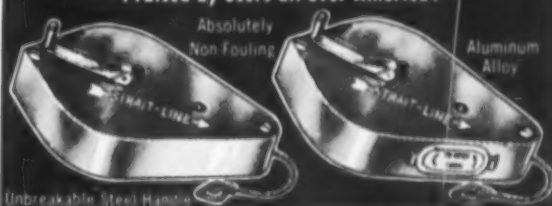
Dept. 55

Chicago 50, Ill.

SOUTHERN HARDWARE for MAY, 1955

STRAIT-LINE

SELF CHALKING CHALK-LINE BOXES
Praised by users all over America!



Unbreakable Steel Handle

BOX No. 125—LIST \$1.25 Ea.
STANDARD MODEL Easily filled by removing 2 coin-slotted screws. Packaged in white cardboard carton. To give users a choice of color, boxes are packed without chalk.

BOX No. 190—LIST \$1.90 Ea.
RAPID-FILLING SIDE-OPENING MODEL. Same precision construction and size as No. 125, but with the addition of new rapid-filling device. Packaged in orange carton for easy stock identification.

STRAIT-LINE CHALK

An extremely fine ground, non-abrasive chalk especially prepared and blended for use in chalk line boxes. Brilliant colors. 1-oz. package contains amount for filling box.

THE FINEST FILLER OBTAINABLE

CHOICE —DARK BLUE ★ DARK RED ★ YELLOW ★ WHITE
OF COLORS No. 125B No. 125R No. 125Y No. 125W

LIST PRICES—ALL COLORS

1-Oz. Boxes 10c Ea. 5-Lb. Fibreboard Cartons 80c Lb.
(12 to Carton) 25-Lb. Fibreboard Cartons 70c Lb.
1/2-Lb. Boxes 50c Ea. 50-Lb. Fibreboard Cartons 60c Lb.

SELECT REPLACEMENT LINE FOR BOXES

Select Grade Chalk Line — Carded and Sealed in Cellophane.
No. 50—50 Ft. 25c No. 100—100 Ft. 46c

Packaged 1/2 Dozen to Carton

AT YOUR JOBBERS

STRAIT-LINE PRODUCTS, INC. P.O. BOX 577
COSTA MESA, CALIF.

SIX HOT NUMBERS

THESE SIX
Vital NUMBERS
ARE THE BEST
SELLERS TODAY!

Most caulk manufacturers carry VITAL guns and load their caulk in VITAL made cartridges. If your local caulk manufacturer does not stock the VITAL gun model you want, write us direct for folder showing our complete line. We manufacture 14 gun models and 30 different nozzles designed to fulfill every caulking need for home or professional use. There is a licensed VITAL distributor near you who can make immediate delivery.

Only VITAL manufacturers a COMPLETE LINE of top grade caulking equipment.



Vital Products
MANUFACTURING CO.
7508 QUINCY AVE. • CLEVELAND 4, OHIO

(4.00 x 8) for smoother hauling. It is finished with quality enamels. Jackson Mfg. Co., Harrisburg, Pa. For more information—

Circle No. 20 on coupon, pg. 66

Canister Set

The new Mirro 4-piece Copper-Tone Canister Set is featured as being both attractive and practical. Copper-Tone is not a paint or lacquer, but is described as being actually a part of the metal itself and will not fade, chip or peel, according to the manufacturers.



The set which includes sizes 1 1/4, 2, 3 and 4-quart may be used for storing coffee, tea, sugar and flour, or any dry ingredients. Canisters are topped with a natural-grain knob. Aluminum Goods Mfg. Co., Manitowoc, Wis. For more information—

Circle No. 21 on coupon, pg. 66

Lively Lad Lawn Tools

The Lively Lad Weed-N-Trim, a new hand tool, is introduced by the Lad Manufacturing Co., Inc., Nashville 9, Tenn. It is designed for trimming, weeding, edging, spading, and hedge trimming. The manufacturers point out that the tool trims with two blades while the forked end is used for weeding.

The Weed-N-Trim is sold to the dealer with a new self-service display board included free in each one-dozen box. The board holds from three to six Weed-N-Trims and two metal brackets hold these lawn tools in place. The display board itself is printed in red on white corrugated, and hangs on the wall or can be placed on the counter. Display size is



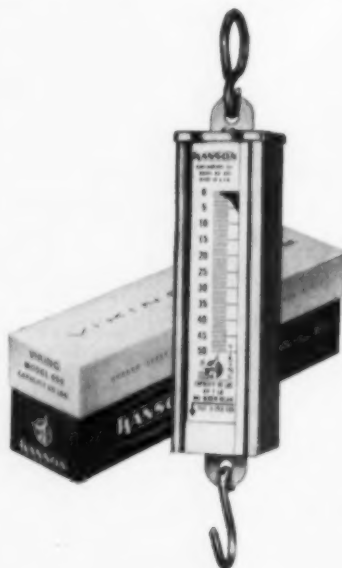
approximately 10 x 12 inches.

The new mechanical weeder, the Weed E-Z, developed by the company earlier this year, requires no bending or stooping—the tool is placed in the ground then tilted back to remove the weeds. Each carton of six Weed E-Zs will now be packed in a new red on white corrugated display unit which stands on the floor and takes up less than one square foot of space. For more information—

Circle No. 22 on coupon, pg. 66

Spring Balance Scale

A new straight spring balance scale, Viking Model 895, is described



as having a completely new interior construction and a new type body. The box container has a high gloss two color finish and is designed for easy stocking and to provide an attractive display. The scale is a 50-pound capacity scale. Hanson Scale Co., Northbrook, Ill. For more information—

Circle No. 23 on coupon, pg. 66

Minnow Trap

Minnow Trap, No. 1275, is announced by Frabill Manufacturing Co., 234 W. Florida St., Milwaukee 5, Wis. The Minnow Trap features telescopic body which is designed to prevent opening in fast water. It has a positive snap lock and anchor may be attached easily, state the manufacturers.



The Minnow Trap is made of rust-resistant galvanized wire, is approximately 8" x 17", and is packed 1/2 dozen to a carton, nested. For more information—

Circle No. 24 on coupon, pg. 66

Net Income Down for Yale & Towne in 1954

NET INCOME OF The Yale & Towne Manufacturing Company was \$1,821,090 on \$87,892,843 sales in 1954 as compared with net income of \$2,894,664 on \$109,626,417 sales in 1953, the company stated in its annual report to stockholders issued for publication today. These results were equal to \$2.88 per share last year and \$4.61 per share in 1953.



MARSHALLTOWN
TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



Southern **Farm Equipment**

MAY
1955

Service Specials
Rest Shop Volume
Pg. 106

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E., Atlanta, Ga.

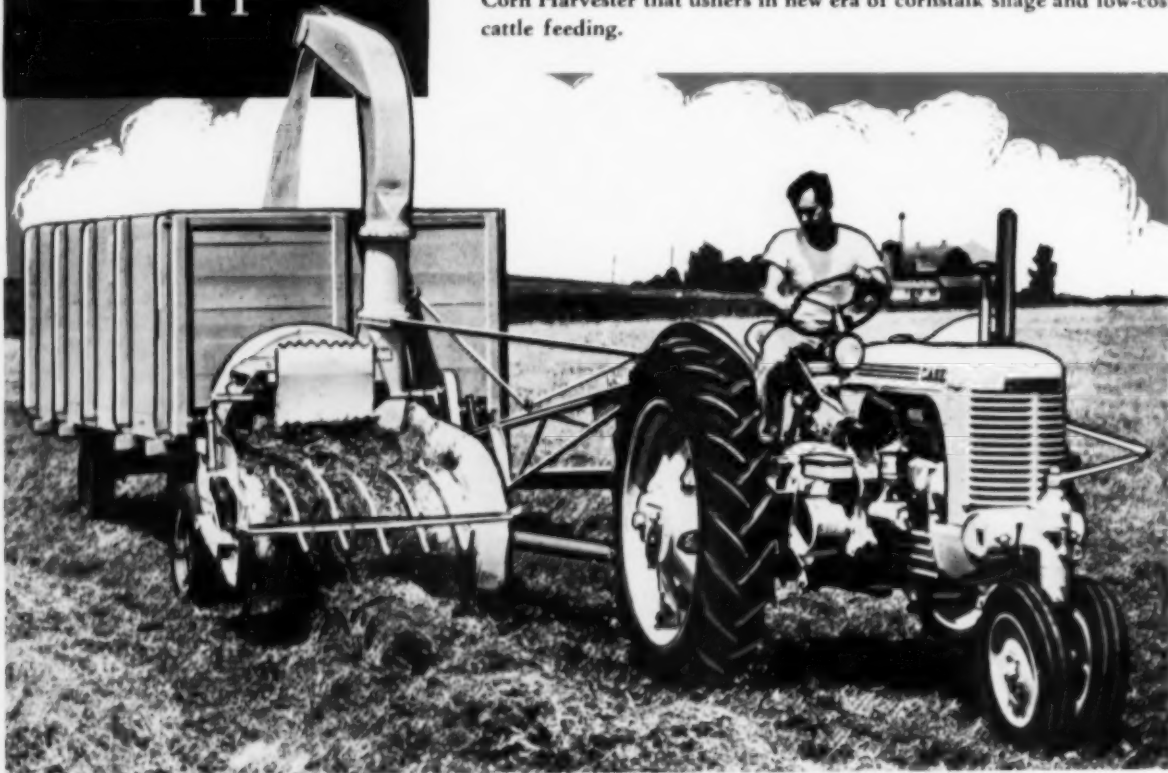


CASE

America's Lightest- Running Chopper

...Widens Your Market with Today's Widest Choice of Attachments

Case dealers have a clincher with owners of small tractors because Case Forage Harvesters pull lighter, turn out more tonnage with limited power. Yet, they have capacity for still bigger tonnage with the power of big tractors. They work with any or all of five quick-change units . . . windrow pick-up, regular and short-corn row-crop units, draper cutterbar and new 60-inch cutterbar designed especially to harvest grass for green feeding. The same base machines also carry the new Case Corn Harvester that ushers in new era of cornstalk silage and low-cost cattle feeding.



New "200" Series Has 4 and 6-Knife Models



Already sales leaders, Case Forage Harvesters now have added convenience in controls and clean-outs, added advantage of swinging drawbar. New 6-knife models . . . "220" for PTO and "225" with engine . . . have extra wide range of cutting length and extra width of fan for fast, gentle handling of long-cut hay and green feed. Two-speed knife wheel permits low RPM, saves leaves of cured hay, saves power in green feed or other long-cut crop. New 4-knife economy Model "210" has PTO drive and standard range of cut. For every size of farm and tractor, every system of cropping and curing, Case dealers have the right chopper. J. I. Case Co., Racine, Wis.

With farm costs holding to a high level, it is apparent that farm machinery continues to be a real bargain for the farmer. Despite the fact that machinery costs are more than double what they were in the 1935-39 period, they still have not kept pace with the rise in wage rates for farm labor and prices for most other farm production items.



Farm Machinery--

still the farmer's best buy

THOUGH FARM wage rates declined slightly in some areas during 1954, the continuing high level of labor costs plus a still tight market for experienced farm labor indicates a continuing demand for farm machinery and equipment in the South.

For the most part, farmers' costs have changed little during the past year. However, as the Department of Agriculture points out in the current issue of "The Farm Cost Situation," the cost-price squeeze has tightened appreciably. The parity ratio at 87 in the last quarter of 1954 was four points below the last quarter of 1953. Almost all of the decline was due to a reduction in prices received. Prices paid were up less than one percent.

With farm costs holding to a high level, it is apparent that farm machinery continues to be a real bargain for the farmer. Despite the fact that machinery costs are more than double what they were in the 1935-39 period, they still have not kept pace with the rise in wage rates for farm labor and prices for most other farm production items.

Using 100 as a base for the period 1935-39, farm wage rates in 1954 soared to 415, a better than four-time increase. In comparison, farm machinery costs increased in 1954 to 205 from a base of 100 in the

1935-39 period. In other words, since pre-war years, wage rates for farm labor have increased 300 percent, while the cost of farm machinery has increased about 100 percent.

Commenting on the labor situation, the government publication states that "farm wage rates in 1954 averaged only slightly lower than in 1953. The declines were generally in the southern and western states.

"The number of workers available for employment on farms this year is expected to be generally adequate to satisfy the demand. . . . The supply of experienced year-round farm workers will probably continue tight. . . ."

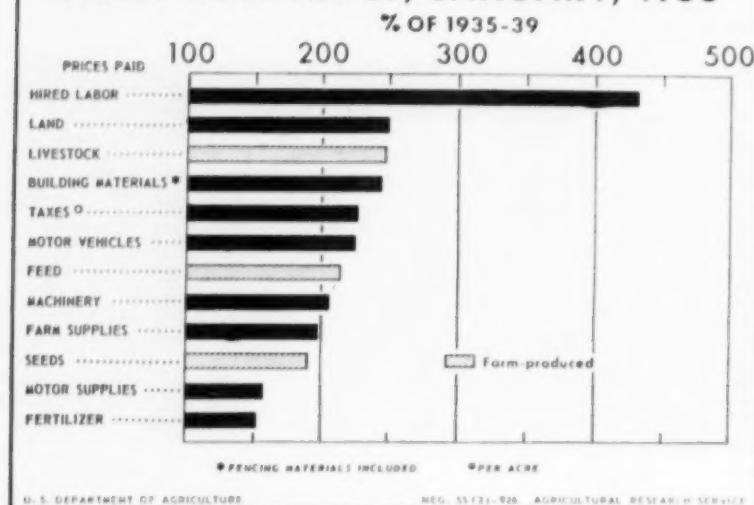
Referring to the farm equipment situation, the publication said, "Current index numbers of prices paid by farmers for all kinds of farm machinery and equipment, including tractors, are more than double what they were in 1935-39. Most of this increase came before 1951. Present indications are that prices will be about the same in 1955 as they were in 1954.

"Prices of machines and tractors

on which index numbers of prices paid by farmers are based include the attachments and accessories with which the machines are equipped. In general, the postwar machines have more attachments and accessories than did the pre-war machines. The index of wholesale prices of farm machinery, which reflects changes in prices after the effects of these additional features have been removed, is currently about 75 percent above 1935-39.

"Following the outbreak of hostilities in Korea in June 1950, purchases of farm machinery in 1951 reached a record high, and farmers spent an unusually high percentage of their incomes for machinery and equipment. Since 1951 farmers' purchases of machinery and equipment have declined. Domestic shipments of farm machines and equipment in 1954 were slightly more than 10 percent below the 1953 shipments and they were the lowest of any year of the postwar period. Although domestic production of farm machinery in 1954 was almost a third below the record of 1951 production, the vol-

FARM COST RATES, JANUARY, 1955



Since pre-war years wage rates for farm labor have increased 300 percent while costs of farm machinery have increased about 100 percent

ume was large compared with that in any year before World War II.

"Farmers' purchases of machinery and equipment, in the short run, are fairly closely related to current and prospective farm incomes. Farmers' incomes in 1955 are expected to approach those of 1954, and their total purchases of machines and equipment will probably be about the same as their 1954 purchases."

In the government release it is pointed out that the large increase in farm wage rates and the large decline in the farm labor force have greatly changed farming since 1935-39. However, for the country as a whole, the proportion of the farm labor force that is hired has not changed significantly. Many farm jobs which formerly were done by hand are now done with machines by a smaller labor force.

Spurs Mechanization

The publication emphasizes that "changes in the relative costs of labor and farm machinery have also given impetus to the increase in farm mechanization. Latest estimates indicate that on January 1, 1954 there were 4.6 million tractors of all types on farms, along with 950,000 grain combines, 640,000 mechanical field-type cornpickers, 2,650,000 motor trucks, and 4,450,000 automobiles. About 730,000 farmers had milking machines.

Since January 1, 1940, numbers of tractors have increased about 200 percent, grain combines about 400 percent, cornpickers about 480 percent, motor trucks about 150 percent, and farms with milking machines about 320 percent.

"Numbers of tractors and other major machines on farms can be expected to continue to increase although at a slower rate than in the last 15 years. In most sections of the country, agriculture has now

become highly mechanized and most purchases of new machines and equipment from now on will be for replacement," the publication pointed out.

Massey-Harris-Ferguson Names Procurement Head

THE APPOINTMENT of Marshall E. Munroe as director of procurement of Massey-Harris-Ferguson, Inc., Racine, Wis., was announced recently by H. H. Bloom, president of the farm equipment manufacturing company. He replaces A. A. Thornbrough, who has been promoted to vice-president of Massey-Harris-Ferguson Limited, Toronto. Munroe will be responsible for all procurement activities of Massey-Harris-Ferguson, Inc., according to the announcement.

Munroe has been director of procurement of the Detroit operation of the company. He joined Harry Ferguson, Inc., in 1939 as factory representative at Cleveland, Ohio and has had long experience in procurement and sales, having served successfully as regional manager and implement purchasing agent with the company.

He attended New York University and the American Institute of Banking. Prior to joining Ferguson, he was associated with the United Fruit Co. and E. J. Emanuel & Co.

PRINCIPAL MACHINES ON FARMS, 1940 AND 1954



High cost of farm labor, as this chart indicates, has led to greatly expanded mechanized farming operations since the close of the war



New utility tractor has ample power to use 3-furrow moldboard plow in average soils

IH'S New Utility Tractor

THE INTERNATIONAL Harvester Co. has announced the introduction of its latest model tractor, the International 300 Utility tractor, a new, low-profile, all-duty, three-plow unit designed to meet all end uses on the farm and in commercial work.

The new International 300 was introduced at a special showing of the company's complete line of tractors and farm machines before a group of press representatives and agricultural college deans at the International Amphitheatre here.

Stressing the success of the American farmer in reaching the highest degree of agricultural efficiency in the world through continued mechanization, the company's "Farm Equipment Progress and Development Review" pointed out how his productive ability has been an important factor in the nation's progress.

Consisting primarily of new developments, the display of farm machinery ran the gamut of mechanization for the farm from the firm's 1,200-pound Farmall Cub tractor, soon to be available also in a low-boy model, through its complete farm and industrial tractor line, culminating in its giant 23-ton International TD-24 torque converter diesel crawler tractor

equipped with a hydraulic bulldozer. Every type of special farm machine was included among the total of 150 exhibited.

Products from the company's motor truck, refrigeration, industrial power, and fiber and twine divisions included five models of motor trucks used most frequently on the farm, complete line of refrigeration products, including refrigerators, upright and chest-type home freezers, air conditioners and dehumidifiers, three industrial power units supplementing a complete line of industrial crawler tractors and a twine exhibit.

The new International 300 Utility tractor is the result of extensive practical research and study among farm users of this type of power, the company stated. It incorporates the performance features listed as "most needed" by users, plus many added improvements not found on other all-duty tractors.

High traction efficiency is provided in the new International 300, the company pointed out, through a balanced power-weight ratio and a low center of gravity. The tractor delivers ample horsepower to handle a three-bottom plow.

Standing only 58½ inches high, the International 300 has such advanced features as Hydra-Touch, a

versatile hydraulic system for controlling any unit in a full line of farm and special duty equipment; TA torque amplifier drive, which boosts pull-power 45 percent, reduces travel speed one-third on the go, and provides 10 speeds forward and two reverse; Fast-Hitch, a new system for quick hitching, unhitching, and adjusting of implements; plus a power take-off that operates power machines independent of tractor motion.

Another user request—greater ruggedness and longer life—is provided in the new International 300 with the heaviest construction of any tractor of this type to date.

Easy operation is provided by a large steering wheel, easy gear-shifting, convenient control levers, full-view instrument panel—including key starting—and self-powering, double-disc brakes. Additional comfort is provided with an adjustable, deluxe upholstered seat with back and arm rest.

Suggested base list price of the International 300 Utility tractor is \$1795 f.o.b. factory. The price advances progressively with additional equipment desired by the purchaser. The company also said it is taking steps to provide many types of equipment for this all-duty tractor. Among them will be the Electrail generator.

Special training for mechanics builds

Big Sales of Water Systems

By B. Miller

CUSTOMERS PURCHASING water systems from The Farm Supply Co. of Gaithersburg, Maryland can be assured of prompt, efficient and dependable maintenance services. Directly responsible is a special six weeks course for mechanics which is devoted to the installation and servicing of water systems.

Initiated by J. J. Snyder, manager of the company's farm equipment section, the course supplements on-the-job training and repair work dealing with water systems. It is designed to give service personnel that wide range of experience often required if emergency repairs are to be successfully made.

"We have always had on-the-job training in water systems for new employees, but the limited variety of jobs hindered our staff in attaining wide experience. That was the reason we started the six weeks



course," said Snyder who taught farm machinery maintenance for two years in a war-time rural training program.

"We guarantee service on water systems that we install. We want our service to be prompt and efficient, causing no delay or in-

convenience or loss to the customer. To give quality service, you have to have trained personnel who can work swiftly and without supervision. Our service men must know how to 'trouble shoot' on the spot without calling for assistance. The course is intended to cover every type of repair on jet pumps and cylinder pumps."

At the time Snyder was interviewed two young apprentices were enrolled in the course which called for instruction two hours a night two nights a week. Snyder believes that mechanics with six months to a year of plumbing or electrical experience make the best prospect. And he feels that apprentices 18-26 years of age are most adaptable.

Working from service manuals Snyder goes through the details of an installation and then takes up the repair of defective systems.

In his on-the-job training he reviews with the trainees the process

(Continued on page 116)



To determine proper type of water system to install, Service Manager Snyder, left above, first learns of customer's water requirements. Left, Snyder instructs trainee in the repair of a pump

NOW! IH ELECTRALL

**adds another dimension
to tractor usefulness!**

Completely mobile electric power is now a reality for many practical and profitable farm applications. Its source is IH Electrall, now available after years of intensive development. Mounted on a McCormick® Farmall® 400, new International® W 400, or a Farmall Super M-TA tractor, Electrall provides a high-capacity, combined electric generating and distribution system for use anywhere the tractor can be driven.

The compact Electrall unit is easily and quickly mounted, or dismounted from the tractor. You need dismount the Electrall unit for only a few seasonally-used, front-mounted implements; otherwise it does not interfere with normal tractor and equipment operation. Neither does it tie up the tractor drawbar, as is the case with a generating unit driven from the power take-off. Electrall operates without interruption whenever the tractor engine is running at rated speed.

Electrall can pay its way now on farms—providing standby power, driving electric motors to power field machines, and powering portable maintenance equipment. However, great areas of utility and profit are yet to be perfected or developed—through ingenuity of farmers and research of agricultural engineers, soils scientists, agronomists, and other specialists who constantly are extending the applications of electricity to agriculture. The applications of Electrall are *unlimited!*

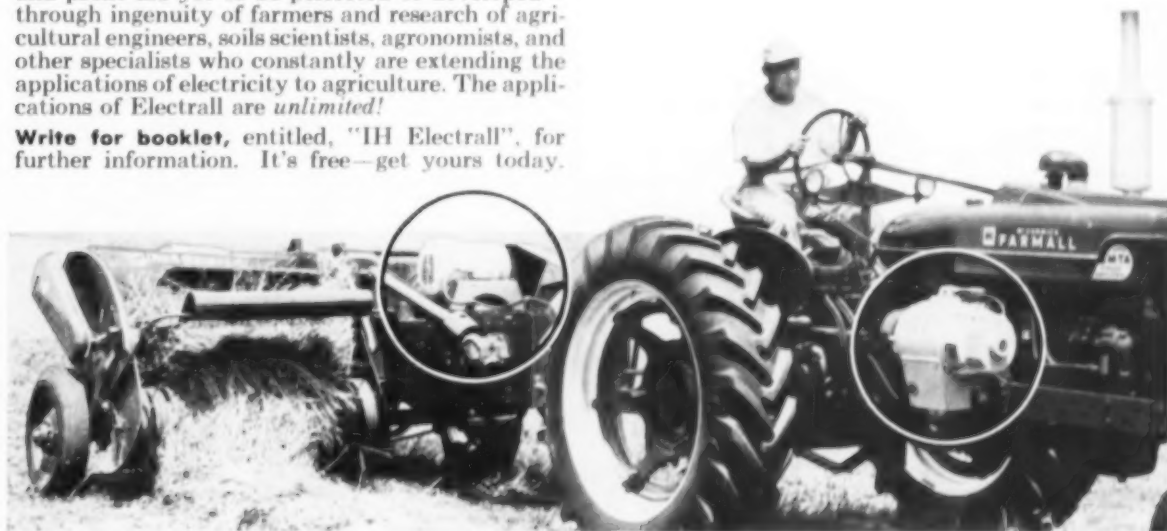
Write for booklet, entitled, "IH Electrall", for further information. It's free—get yours today.



Miles from the high-line. Electrall powers a motor-driven chain saw (above). Electric power is available anywhere the tractor can be driven.



Electrall distribution panel. An outlet is provided for 115-volt 15-ampere, 60-cycle, single-phase power. Another single-phase outlet supplies approximately 6.2 kw for 220/208-volt service. A 10-hp motor can be operated with power from the three-phase outlet. Generator capacity is 12.5 kva.



Electrall generator powers a 10-hp Electrall motor to drive a McCormick No. 55-W hay baler.

IH engineering teamwork produced the application of Electrall to the Farmall and International tractors. IH research, engineering and manufacturing men are constantly pooling time and talent to provide equipment of wider application and improved performance to make the farmer's work easier while boosting production.

IH INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois.



Full three-plow power is built into the "900" series tricycle tractors. Shown at left is the "960" equipped with five-speed transmission and live power take-off. Company says two-bearing design of one-piece front pedestal, below, permits greater shocks to be absorbed, proving more durability and longer life

Ford's Three New Tricycle Tractors

FORD MOTOR Co. has announced it has added three new tricycle farm tractors and companion front-mounted implements to its expanding line of farm machinery. The tricycle tractors bring to eight the number of new Ford tractors introduced since January.

They are the first tricycle models ever built by Ford, and are now in full production at the company's Highland Park, Michigan, plant.

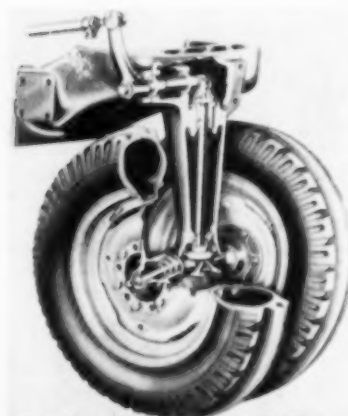
Power-spread rear wheels are a major feature of the new tractors. Instead of wrestling 300-pound rear wheels by hand to obtain the proper spacing for various field needs, the operator uses the tractor's own power to turn the wheel discs to obtain the desired spacing, in one-inch increments from 56 to 76 inches (from 64 to 84 inches with the discs reversed.)

The tractors and equipment are

being made available first in those states where tricycle tractors are most commonly used.

Public showings by dealers throughout the nation are scheduled on a progressive basis through April and May.

Front-mounted equipment designed for use with the new Ford tractors includes two and four-row cultivators with planter, fertilizer and side-dresser attachments.



Extra weight can be added easily to new tractors through use of new Vari-Weight system. As shown here, front end weights are added in 48-pound segments designed to fit into a mounted box. Up to 450 pounds can be added to the front end

Other Ford implements, including a two-row mounted corn picker, will be available soon.

Irving A. Duffy, Ford vice-president and general manager, Tractor and Implement Division, pointed out, "The addition of the three tricycle tractors brings to eight the number of new Ford tractors announced since January of this year. Five new four-wheel models were introduced in January.

"Ford traditionally has been a four-wheel tractor manufacturer, while the 'old-line' farm equipment companies have concentrated on the tricycle type," Mr. Duffy
(Continued on page 108)



Now farmers can wire-tie up to 12 tons an hour!

Another new baler from New Holland!

**New Model "87" wire-tie gives
New Holland Dealers a still stronger
hold on the baler market**

Right in line with New Holland's policy of continually developing new machines . . . improving existing designs . . . comes the new Model "87" wire-tie.

This rugged machine is just what the custom operator, the hay shipper and the straw baler ordered. It will package up to 12 tons of hay an hour in the toughest field and crop conditions, tie bale after bale without a miss, take the slam bang of high-speed operation all season long without a falter.

Husky, 125-lb. bales are tied with New Holland's famous "In-line" twist. They hold

up under plenty of rough handling and abuse . . . meet the specifications of shippers and strawboard manufacturers everywhere.

Would you like to carry a line made up of the front-runners of grassland farming machinery? Write us. The New Holland Machine Company, New Holland, Pennsylvania.



NEW HOLLAND  *"First in Grassland Farming"*

They're
New
 —they're
Tricycles
 —and they're
FORDS

Yes, they're tricycles . . . three great new models to join the ever-growing line of Ford Tractors. Offered in two power series . . . full 3-plow or full 2-plow . . . these new tricycles are fitted for 4-row and 2-row front-mounted cultivators and planters and for 1-row and 2-row corn pickers.

Ford Tractor and Implement Dealers will find these new tractors are real sales boosters. They have more of the features that farmers want and need: New power-adjusted rear wheels . . . high crop clearance . . . low driver seat for convenience and safety . . . new Tailored Traction with Ford's exclusive Vari-Weight System . . . Ford's famous 3-point hitch . . . and much, much more.

The complete Ford Tractor line meets the needs and power requirements of nearly every farmer, regardless of the acreage farmed or type of farming operation. Eight new Ford Tractors in all, plus the popular Fordson Major Diesel, give Ford Tractor and Implement Dealers far greater sales opportunities than ever before.

But that's not all. Important new sales-building harvesting machines have also been added to the Ford line of farm equipment—new balers, combines, corn pickers and corn harvesters, just to mention a few.

No wonder more and more farm equipment dealers are considering that it would be better to be *with* Ford than just to *watch* Ford! How about you?

TRACTOR AND IMPLEMENT DIVISION • FORD MOTOR COMPANY, Birmingham, Michigan



3-PLOW 4-WHEEL



3-PLOW TRICYCLE



2-PLOW 4-WHEEL



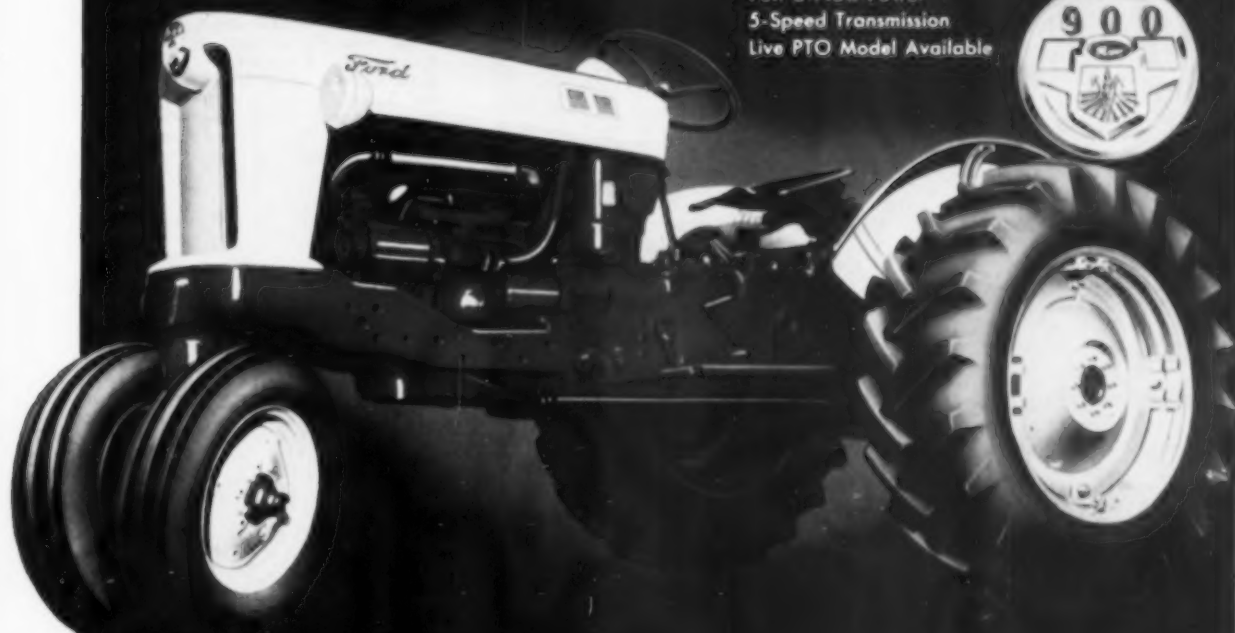
2-PLOW TRICYCLE



3-4-PLOW DIESEL

900 SERIES

Full 3-Plow Power
5-Speed Transmission
Live PTO Model Available



700 SERIES

Full 2-Plow Power
4-Speed Transmission





A 4-H group here receives instructions in tractor maintenance from company service manager. Chester A. Troy, president of the organization, extreme right, looks on. Service "specials" are promoted with weekly advertisements such as the ad below which appeared in the county newspaper

By B. Miller

Service "Specials"

boost shop volume

EVERY YEAR during those winter months prior to the opening of a new growing season, Troy's, Inc., farm equipment dealers in Cockeysville, Md., offers a special service clinic on tractors. All farmers using tractors of the company's line are invited to bring in their equipment for free inspection and service work.

Such free service has brought as much as a 25 percent gain in sales of labor and parts, since many customers enthusiastically take advantage of the opportunity to get equipment in shape for the coming spring.

The promotional program has this further advantage: the shop operates at capacity in what would otherwise be the slow months. The service promotional plan serves to even the flow of work through the shop during the off season thereby avoiding, in large measure, a pre-season rush.

This special always is advertised weekly in county newspaper during the period of the service clinic. Sales personnel alert customers to the six weeks offer which includes free inspection of many items. The offer includes, free of charge, repacking and adjusting wheel bear-

ings, checking tire inflation, checking steering and seat, checking and adjusting brakes, cleaning and servicing air cleaners, and checking battery.

Further, the special offer includes cleaning and adjusting sparkplugs, checking and adjusting points, adjusting the carburetor and checking the hydraulic system. Oil or transmission grease, and parts where needed, are furnished at nominal cost.

Outside salesmen making five to six calls a day on farms in the area talk up the free lubrication offer. Looking over a customer's equipment, they note its condition in detail and pass their findings along to the shop. The shop follows this up with a telephone call to the customer recommending needed repairs.

At this time the company also points out the availability of free lubrication and stresses the advisability of a farmer taking advantage of the opportunity to have his equipment thoroughly checked. Free pickup and delivery is made when a customer requests such service.

"While lubricating we inspect for worn and defective parts. If

Free!!
FARMALL TRACTOR
SERVICE CLINIC
Dec. 5, 1953 thru Jan. 15, 1954
at TROY'S, INC.

We cordially invite all owners of Farmall Tractors to bring their tractors to our service department between December 5th, 1953 and January 15th, 1954.

We will do the following work to your tractor

FREE of charge

1. Repack and adjust wheel bearings.
2. Check tire inflation.
3. Check steering and seat.
4. Check and adjust brakes.
5. Check clutch and adjust travel.
6. Check radiator and connections.
7. Clean and service air cleaner.
8. Check battery.
9. Clean and adjust spark plugs.
10. Check and adjust points.
11. Check and adjust timing.
12. Check and adjust carburetor.
13. Check hydraulic system.

— PLUS —

Each tractor brought into our clinic will be given a FREE grease job. Oil or transmission grease, and parts if needed, will be furnished at nominal cost.

TROY'S, INC.
 YORK ROAD Near TEXAS LANE
 COCKEYSVILLE, MARYLAND
 Cockeysville 346 - 347



Here's *PROOF* of customer acceptance:

More **BUTLER** grain bins were sold in '54 than any other make!

There's a good reason why farmers bought more Butler steel grain bins last year than those of any other make. It's as simple as this:

Butler bins are the easiest-to-use, best-made bins on the market! Sell Butler and you have the strongest quality story in the business! Butler farm equipment dealers have these up-to-date features to sell . . . all outstanding, many of them exclusive:

- Easy-access manhole (below)
- Ventilator adjustment for larger air-flow capacity
- Improved auger opening for easy, complete unloading

- Longer, double-bolted, moisture-proof body sheets with fewer seams
- Tight-sealing door latches
- Easy-to-use strip-type caulking compound

The early bird gets the big bin volume . . . so order an adequate stock of Butler bins **RIGHT NOW** . . . ahead of harvest. The dealer who can deliver when the customer needs bins just naturally moves most of the bins sold in your area! The Butler label creates automatic acceptance too. Farmers know from experience that America's most advertised bin is America's best grain bin value!

Be a **BUTLER** Blue Ribbon dealer . . . get all this

You get 11 fast-selling BUTLER Blue Ribbon products from one convenient source. You benefit from the exclusive BUTLER Blue Ribbon franchise in your territory, with BUTLER products that are pre-sold with national and state farm paper advertising, plus complete merchandising materials for use in your store.

Start on the 11-way profit plan with BUTLER today. There are a few open territories left. Get complete facts on how you can become a BUTLER Blue Ribbon dealer. Mail coupon below.



Butler Force-Aire . . . the low-cost, natural air crop drying equipment. An easy plus sale to many bin buyers, and bin owners.



Improved manhole with hinged, weather-tight cover provides easier access to grain. It's an important sales feature.



Other Butler farm products • Stock Tanks • Hog Feeders • Creep Feeders
Elevators • Augers • Grain Drying Equipment

Factories in Kansas City, Mo., • Galesburg, Ill. • Minneapolis, Minn.
Richmond, Calif. • Birmingham, Ala. • Houston, Texas



For prompt reply, address office nearest you:

BUTLER MANUFACTURING COMPANY

7394 East 13th Street, Kansas City 26, Missouri
929 Avenue W, Ensley, Birmingham 8, Alabama

I'm interested in the new sales opportunities a Butler Blue Ribbon franchise offers.

Name _____

Business _____

Address _____

Town _____

County _____

State _____



Ample parking space helps company attract customers

steering needs adjustment, or fan belt has to be replaced, or oil or water leaks are discovered, we call this to the attention of the customer after writing these findings down on a repair order. Then we obtain the customer's permission to go ahead with the needed repairs," said Chester A. Troy, president of the organization. "In most instances the customer is pleased that such defects are found before the machines are put to work, and usually he permits us to go ahead with a suggested repair. Maintenance bills are kept at minimum levels when such defects are repaired before they can cause major trouble.

"We steam-clean all motors. Steam-cleaning cuts time spent on repairs in half. It is easier for our mechanics to work with a clean motor, and to the customer a clean motor gives the assurance that a job was carried out," Troy added. "Where equipment needs it we suggest a paint job. This protects equipment from the weather and field conditions. And, of course, the customer is always impressed with the improved appearance of his old equipment."

Newspaper promotion and farm-to-farm calls are not the only way this farm equipment dealer gets equipment in for adjustment and repair during the off-season months. The parts counter men remind every customer of the six-week special and urge them to take advantage of it.

Postcards also are sent out to all customers urging them to bring in their tractors while the special lasts.

"This inspection and lubrication special has other fine advantages. When such inspections indicate extensive repair work and a sizable bill, many customers become excellent prospects for new equip-

ment. In such cases we speak to the customer, tell him what repairs we found are needed to put the machine into proper working condition and recommend a replacement," Troy explained.

It is firm company policy to keep in close touch with the condition of farm machinery in the area. Recently the company sent out a questionnaire to determine the type of equipment in use on farms in the trading area, age of equipment, and condition. Salesmen visited those customers who responded, discussed operation of equipment with the customers, and made notes and recommendations.

The company participates in the demonstration of farm machinery at the county fairs, and opens its shop to farm equipment instruction for FFA and 4-H tractor maintenance groups, and to veterans in the farm training program.

Ford's New Tractors

(Continued from page 102)

said. "Our new tricycles now enable us to offer additional Ford farm power and equipment to the nation's row-crop farmers for all their needs."

The new tractors—two models in the powerful "900" series and one in the "700" series—feature high crop clearance while retaining Ford's low center of gravity safety design.

O. L. Wigton, general sales manager of the Tractor and Implement Division, said the 900 series is designed as full three-plow tractors with power to handle four-row planting and cultivating equipment. Two models are offered, the "950" with five-speed transmission and the "960" with five-speed transmission and live power take-

off. Both have power-adjusted rear wheels as standard equipment. The single model in the 700 series is the "740" with four-speed transmission. Power-adjusted wheels are available at extra cost.

All three tricycles, like the five models offered in the four-wheel "600" and "800" series, have Ford's rugged, field-proven "Red Tiger" engine, of low-friction "square" design—short stroke and large bore. The 900 series is 30 percent more powerful than the 700 series.

All Ford tricycle models have, as standard equipment, Ford's three-point implement hitch, built-in live-action hydraulic system, custom "Rest-O-Ride" seat, weatherproofed ignition for easy starting, compact one-glance instrument panel with Ford's five-in-one Proof Meter, headlights and taillight, "open" design with wide, low step plates to make the tractors easy to get on and off, safety starter which allows the tractors to be started only in neutral, one-piece front wheel pedestal with two-bearing design to withstand greater shocks, automotive type steering, ignition key lock, rear power take-off, easily removed grill, full-length inspection door on the hood, and a host of other features that have made Ford tractors famous for rugged, dependable service.

Ford's exclusive Vari-Weight System is available for the new tricycles. Rear wheel weights are added in 30-pound segments for a total of 800 extra pounds on the rear wheels. Up to 450 pounds can be added with an easy access front weight box using 48-pound segments. These weights are in addition to that gained by loading the tires with calcium chloride and water. Through this system of "Tailored Traction," extra weight may be added when needed and eliminated on jobs where harmful packing of soil would result.

The new Ford two and four-row mounted cultivators are available in either spring shank or spring trip models. All gangs have independent action to follow uneven ground. Extra attachments such as the rotary hoe, disc hiller or spread arch also are available. The new Ford two- and four-row drill planter attachments are of "unit type" construction, with independently floating runner frames, and are available with either corn, or corn and cotton one-bushel hoppers. The planter fertilizer attachments can also be used as side dressers.

"This Tractor Really Has SALES APPEAL"



Farmers everywhere hail John Deere factory-engineered Power Steering—the first in the row-crop tractor field.



IT doesn't take an equipment dealer long to recognize a "hot item"—the kind of merchandise that is bound to make an instant hit with customers. He can tell it right away. And invariably the results will bear him out.

Take the case of John Deere Power Steering Tractors. From the day they received their first shipment, John Deere dealers knew these tractors were "just what the farmer ordered"—that they had the economical power that appealed to

the farmer's pocketbook, the ease of driving that appealed to his sense of comfort, and the smooth, imposing lines that seemed to say: *Here is the tractor that will do all you ask, and more.* In short, John Deere dealers knew immediately that these tractors had *Sales Appeal*.

That's the kind of merchandise that fires a dealer's enthusiasm, that electrifies his entire organization, and that is typical of the John Deere line of quality farm equipment.



JOHN DEERE • Moline, Illinois

QUALITY FARM EQUIPMENT SINCE 1837

Teamwork with the farmer

Builds Added Profits



By C. E. Nichols

Owner
Farm Implement Co.
Helena, Ark., and Walnut Corner, Ark.

Assembling seven cotton pickers is a job even if the shop doesn't have anything else to do. We just couldn't make immediate delivery without some help. So we went to the farmers who had bought the cotton pickers.

"If you fellows want your machines right away," we told each one, "bring in a crew of your men to the shop and set up your own machines. We'll help you."

Seven farmers responded on the same morning, each with his working crew. We cleared space on the shop floor and on the lot flanking two sides of the headquarters building at Helena, and

here we set up a real assembly line, supervised by one of our own mechanics.

This mechanic laid the work out for each crew and then went up and down his line, helping, checking, and advising. It turned out to be a big day for the farmers. They enjoyed the work—got a kick out of setting up their own machines. We furnished them cold drinks from our cooler, and spent the day building more good will.

We like that word—good will. Use it a lot around the office, store and shop. At our meetings, we tell the fellows that we have

(Continued on page 124)

THE FARMER is one of the most independent fellows on earth. He doesn't want to work for the other fellow, and he likes to have his own hard-fisted hand in everything that concerns him. Catering to this fine trait, we've gauged the operation of our two farm equipment shops to make the farmer feel that he is one of us, in back of the counter as well as in front.

Results? Sure, we get results from treating our customer like a silent partner. Here's an example:

We've been doing some lousy sales work on cotton pickers—the coming piece of equipment in this delta country where our labor problems pile up higher every year. One day we found ourselves in a jam that would have frustrated some dealers. Our salesmen—four of them—had sold seven cotton pickers. As usual the customers had waited until the last minute to buy, and they wanted their pickers right away.



The company believes that displaying everything the farmer needs where he can see it long before he buys stimulates small sales and large ones

New Nitrogen Applicator Announced by Spra-White

A NEW PTO operated Liquid Nitrogen Applicator for applying pressure or non-pressure solutions is announced by Spra-White Chemical Co., Inc., Cedar Rapids, Iowa.

Designed for accurate application, five blades carry the nitrogen into the soil at any depth up to six inches, and a self-aligning leveler on each blade immediately mounds the earth over the nitrogen to avoid its escape and also to eliminate furrows which might be left by the blades. The Spra-White N-1 Applicator gives up to 80 acres coverage per day, used before planting or while side-dressing, according to the manufacturers. It can be used also for insecticides and herbicides, as it is available with boom or boomless type nozzles for broadcast applications.

The applicator is mounted on a sturdy trailer of extra heavy structural steel, with 80" track and 30" high clearance. The tool bar to which applicator blades are attached is operated by a two-way hydraulic cylinder which can be adjusted in height to adjust depth of blade penetration. The tool bar



adjusts to change angle of blades. The two outer blades are mounted on hinged sections of tool bar for easy transporting. The 200 gallon tank of 125 gauge 52-S aluminum alloy (30" x 69") is baffled and gusseted internally for extra strength, with 30 pounds PSI working pressure. The tank is equipped with calibrated sight glass.

A double piston air compressor, mounted on PTO shaft and powered by tractor's PTO, moves the solution. Adaptor fits spline shaft of tractor.

The Spra-White Nitrogen Applicator is designed for easy trouble-free application of 10 to 200 pounds of nitrogen per acre. All valves, fittings, etc., are of aluminum and stainless steel to withstand corrosion of fertilizers, and are visible from, and can be operated from, the tractor seat.



"Never mind the 97 rooms and 56 fireplaces. Has it got Campbell Chains on the drawbridge?"

There's no substitute for safe, dependable CAMPBELL CHAIN on hundreds of jobs of hauling, holding or hoisting.

A complete Campbell line includes chain of every size and grade, for any purpose. Order it in the easy-to-handle CAM-PAK . . . display it on the eye-catching Campbell Merchandising Stand. Your jobber can give you complete information. If you prefer, write direct.



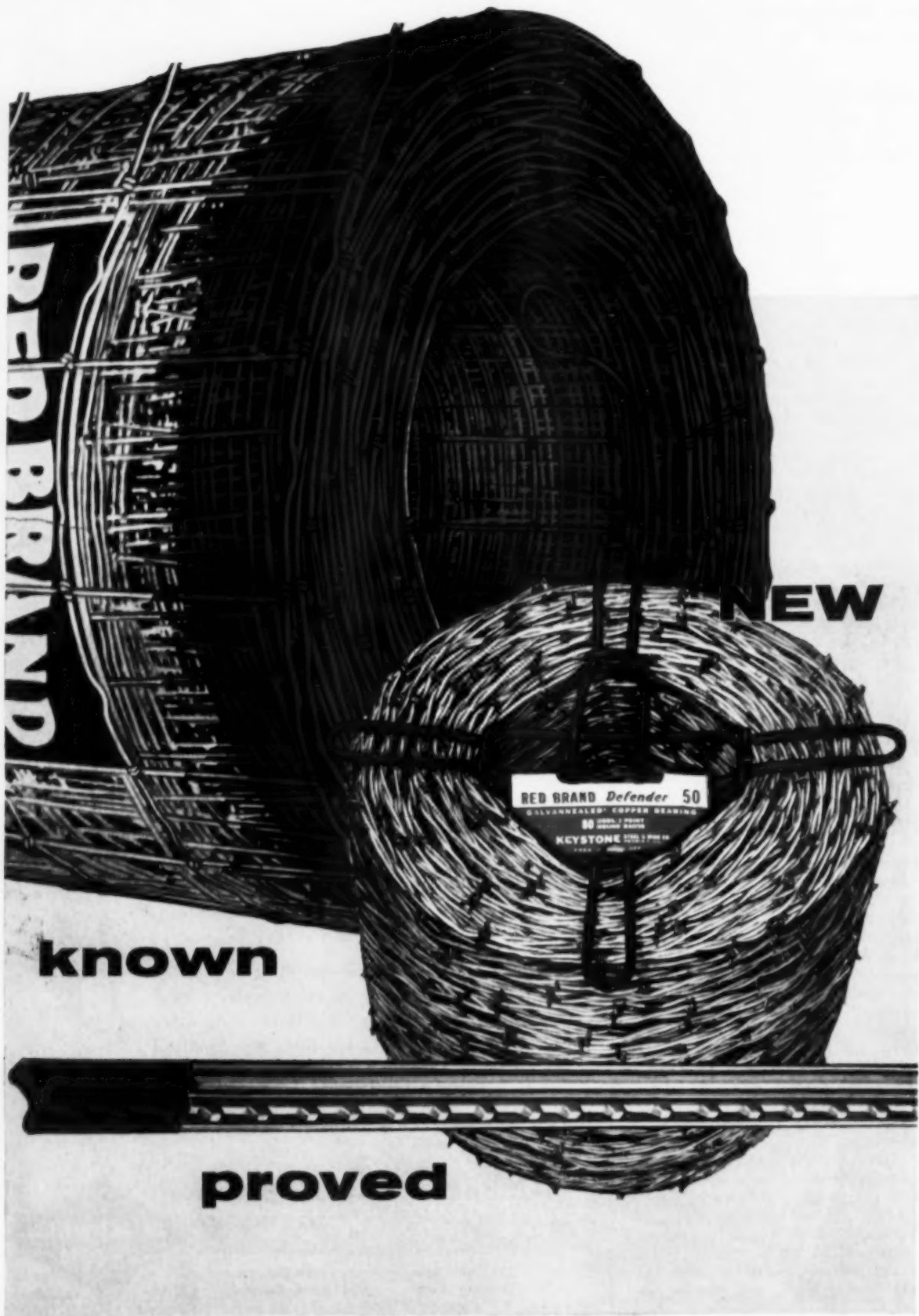
CAMPBELL CHAIN *Company*



CAMPBELL CHAIN

Main Office, York, Pa. • West Burlington, Iowa
Portland, Oregon • Sacramento, California

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS



RED BRAND

branded for action at your point of sale

only Red Brand . . . distinctively brands your fence products so they sell on sight . . . woven wire with the red top wire; barbed wire with the red barbs, and steel posts with the distinctive red top. That "Red Brand" works magic on sales.

only Red Brand . . . promotes *all three* fence products as a combination . . . distinctively branded. And the Red Brand line is advertised month after month in national and local publications that farmers read most, as well as on weekly radio.

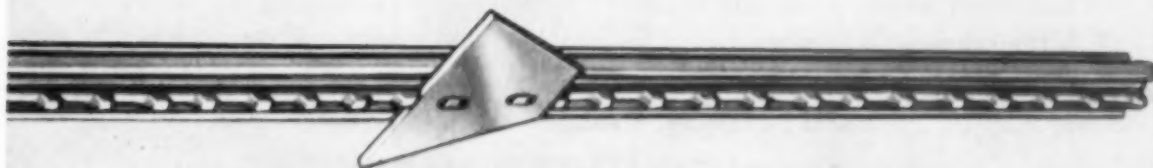
only Red Brand . . . backs you with a special aid plan that brings farmers to you . . . Practical Land Use! Practical Land Use has proved itself a vital part of an improved farm economy. And you are a program leader in your community. Of course, Red Brand quality is second to none! Keystone's exclusive Galvannealing process makes Red Brand outlast ordinary galvanized fence and cut costs every time.

*If you haven't seen the magic that Red Brand can work
on your sales, ask us for proof. We'll be glad to
show you the facts.*

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Makers of Red Brand Fence • Red Brand Barbed Wire • Bale Tie
Red Top Steel Posts • Nails • Poultry Netting • Ornamental Fence
Non-Climbable Fence • Gates • Keymesh • Keycorner • Keybead



the only fence line that sells on sight

LOOK SOUTH.....



and to

SOUTHERN HARDWARE



806 Peachtree St., N. E.
Atlanta 5, Ga.

Cash Farm Incomes for South and Southwest

Continue at Phenomenally High Levels

The South is still primarily an agricultural area, notwithstanding its rapid industrial development in recent years. A little more than half its population is rural. Its economic well-being is largely dependent on the prosperity of the farmers.

While there was a slight decline in the general price level of farm products in the early months of last year, the change was almost negligible in comparison with the phenomenal increase which has taken place in the last decade.

During the last U. S. Business Census period the number of Southern and Southwestern farm equipment dealers increased 111.6%. The rest of the country gained 58.3%.

The total circulation of *Southern Farm Equipment* is 16,000 and reaches more than twice as many farm equipment outlets in the South and Southwest as any other publication. For this big, heavy-buying market, here is the readership you need . . .

SOUTHERN FARM EQUIPMENT **Section of SOUTHERN HARDWARE**

806 Peachtree St., N. E.
Atlanta, Georgia

Century Announces New Sprayer Kit, New Manual

A STANDARD kit to convert either a hand gun or boomless type sprayer to a boom sprayer and a new sprayer sales manual are announced by Century Engineering Corp., Cedar Rapids, Iowa.

The kit is available for six-row sprayers, either in the 2-tank universal mount type or with a 3-point mounting for Ford and Ferguson tractors. It makes it possible for the farmer to make use of practically all the parts of his present hand gun or boomless sprayer thus saving up to approximately 40 percent of the cost of a boom type sprayer, according to the manufacturer.

The new sprayer sales manual contains 56 pages with 156 illustrations. It covers the company's complete line of sprayers and also includes such general information as a directory of spraying terms, weed and insect control recommendations, methods of operating and servicing sprayers and methods of displaying sprayers. The manual is free upon request from either the manufacturers or any of their distributors.

Oliver Introduces New Tandem Disc Harrow

THE OLIVER Corp., Chicago, Ill., has introduced the all-new No. 240 Wheeled Tandem Disc Harrow, available in four sizes ranging from 9¼ feet to 11¾ feet.

This new disc harrow is called an all-purpose type, equipped with a semiflexible frame said to incorporate features of both fully flexible and rigid types.



A spring cushion on the leveling screw-crank permits both front and rear gangs to ride over an obstruction without lifting the en-

tire harrow out of the ground, according to the manufacturers. This is said to reduce impact on blades and frame, and to make it possible to use the harrow in stony fields effectively. At the same time, hinges at the outward ends of the gangs and cushioned pressure rods on the inner ends of the gangs are designed to assure uniform penetration as well as additional flexibility.

Other features pointed out include identical gangs that can be reversed to prolong their life, permanently lubricated 15-inch car-

rier wheels that take used automobile tires, ample trash clearance between blades and gang frame and a special linkage to keep the harrow level at all depths. A lock-up device holds the harrow in a raised position without employing the hydraulic cylinder. This is said to prevent the harrow from being damaged if the cylinder is retracted accidentally when the lock-up device is in place.

Blade spacing is seven inches, and blade sizes range up to 20 inches in both plain and cutaway types.

for the best in performance from equipment and chemicals

SPRAYING SYSTEMS

BoomJet

SPRAY NOZZLES

Patent No. 2,619,306

Write for Bulletin 71



up to 66 feet wide with one nozzle

Developed and originated by Spraying Systems Co. Made in all brass for broadcast spraying of grains and grasses . . . in all aluminum for liquid fertilizer spraying. Can be set to spray to both sides or one side only.

SPRAYING SYSTEMS

TeeJet

SPRAY NOZZLES

Patent No. 2,621,818



with interchangeable orifice tips

Over 400 interchangeable orifice tips. Selection to meet exactly any requirement in capacity and spray angle. Flat spray tips, hollow cone, full cone and straight stream. Precision machined orifices.

Write for Bulletin 58

SPRAYING SYSTEMS

GunJet

SPRAY GUNS

for pressure from 30 to 800 pounds



Ruggedly built, heavy-duty guns for orchard, livestock and spot spraying. Adjustable spray. Hardened stainless steel orifice tips. Full range of sizes.

Write for Bulletin 65

Spraying Systems products are installed as original equipment and supplied as replacement parts by most of America's leading manufacturers of farm spraying equipment. Write for information.

SPRAYING SYSTEMS CO. 3277 Randolph Street
Bellwood • Illinois

Big Sales of Water Systems

(Continued from page 100)

of estimating the customer's requirements which precedes the installation of the water system. Snyder also answers such questions as: How to determine the customer's requirements and what pumps are most suitable for the particular installation. Previously the customer has been asked the depth of the well, what the system was to be used for and the amount he wished to spend.

In these first few jobs under Snyder's supervision the trainee watches a new installation as the service manager explains such things as how to place the pump so that it will be readily accessible for repair, installing injectors, checking electrical wiring, piping, etc. After three or four such jobs the trainee is required to assemble a water system, wire it and pipe it under Snyder's supervision.

When it comes to the servicing of water systems, trainees are carefully taught the various defects to look for when a customer's water system is not functioning

properly.

The trainee spends about six months on supervised installations and repair work. In his shop training the trainee devotes time to the repair of motors. He is shown in the shop how to install, for example, new parts in the pumphead of a cylinder pump, and how to change motors and replace a seal on the pump in a jet water system.

"The skilled mechanic knows not only how to repair pumps, but also knows at what point the water system is beyond repair and should be replaced," Snyder said. "We go over the selling features of new water systems with trainees, and they turn in leads in instances where new systems should be installed. But we insist, first of all, that the old system be repaired. If this is impossible, then I check into the matter. We do not want anyone to be oversold."

Word-of-mouth advertising by customers satisfied with a new installation or repair work has resulted in a steadily rising sales volume for the company. For the past year, sales of water systems plus sales of labor and parts amounted to about \$75,000.

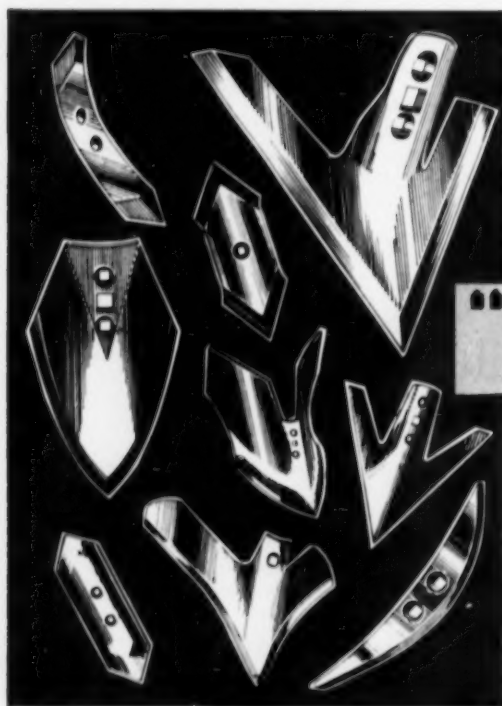
"New sales are made through our serviceman, or through customers calling up and telling us they wanted a good installation such as the one we did for a neighbor," Snyder explained. "Since we service farm machinery and sell farm supplies, they turn to us for water systems too. Both sources bring us an increasing volume of business."

E. M. Myers Elected to Myers Co. Board

E. M. MYERS, vice-president in charge of sales for The F. E. Myers & Bro. Co., Ashland, Ohio, has been elected to the company's board of directors, filling a vacancy left by the resignation of C. D. Leiter.

Leiter's resignation from the board was accepted at a February meeting. A board member since 1937, Leiter retired as vice-president in charge of sales in December.

Myers was named to vice-president in charge of sales when Leiter retired.



One Farmer
Tells Another
Just What
They Need
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"EMPIRE"

**Built TILLAGE TOOLS THRIVE ON WORK
Regardless of Soil Conditions...**

Farmers appreciate how Tillage Tools by "EMPIRE" have less breakage, do more work, surer, faster, longer... because they are made of premium quality, high carbon steel and are scientifically HEAT TREATED by our exclusive Isothermal process.

To assure your customers of Sweeps, Shovels, Teeth, Hoes, Furrowers, Steels, etc. that take punishment and do a BETTER job LONGER — always sell "EMPIRE" built products. There is a pattern for every cultivating need.

It Pays To
Sell the Line
With Ready
Trade Acceptance

**Heat Treated
FOR TOUGHNESS
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THE EMPIRE PLOW COMPANY

Specialists in Tillage Tools Since 1840

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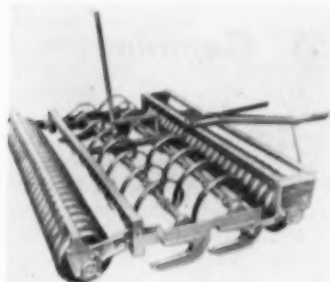
955

Improvements in Brillion Pulvi-Mulcher Line Cited

BETTER FIELD performance and longer life for its line of Pulvi-Mulcher soil preparation tools will result from increased ground clearance, high alloy tips on the spring teeth, and new, longer lasting spring tooth section skids, according to the manufacturer, Brillion Iron Work, Inc., Brillion, Wis.

Primary among the new improvements is the additional ground clearance, which R. R. Toepel, Brillion director of sales, pointed out, practically makes the Pulvi-Mulcher non-clogging when considered with the savageness of its crushing action.

The spring tooth section, which is adjustable for depth, now is equipped with high alloy teeth, punched for mounting replaceable tips. Entire section rides on replaceable, abrasive-resistant steel skid plates. These new features adapt the Pulvi-Mulcher to conditions in all parts of the country, Toepel said. New open skid construction is self-cleaning and minimizes clogging.



The Pulvi-Mulcher is designed to speed secondary tillage by crushing both buried and surface lumps and clods in one or two trips over the field. In most cases, it is said to leave the field ready for seeding without the need for conventional dragging and/or discing.

The Pulvi-Mulcher accomplishes seedbed conditioning through the use of a single gang pulverizer, trailed by a section of offset spring teeth and a second roller of the same design as the front unit.

♦

MM Announces Wide-Cut Wheatland Disc Plow

FOR LARGE-SCALE disc plowing, Minneapolis-Moline, Minneapolis,

Minn., announces a new wide-cut Wheatland disc plow, designated the WR. Width of cut is adjustable



from 13' to 16'. Plowing depth range is from 1" to 6".

Built on a sturdy frame of 6½" tubular steel, the new WR has four gang units with six discs on each gang. The 24" discs of 8-gauge cross-rolled, heat-treated steel are spaced 9" apart.

The hitch, also of tubular steel, is designed to resist strains, and to be adjustable for use with all wheel tractors.

Depth adjustment, and raising of discs for turning or for transport are by hydraulic control. Manual lift attachment is also available.

Wheels can be turned easily for transport width of 8', the man-

Display and **SELL**
the Quality Standard
of the Field



HERSCHEL PARTS are available to fit ALL MAKES of combines and mowers

The HERSCHEL reputation for making the finest quality farm cutting parts has been maintained through continual engineering research and adoption of the most modern manufacturing methods. For almost 70 years HERSCHEL design, engineering and manufacturing progress has assured complete customer satisfaction.

HERSCHEL PARTS are available to fit ALL MAKES of mowers, combines, forage harvesters and swathers. Stock a FULL LINE . . . sell ALL the farmers in your area!

♦ WRITE FOR FREE CATALOG and big Herschel Wall Chart showing parts to fit all makes of power mowers.

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Southern Supply Co., Dallas, Texas

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Sections and Guards -- the miracle of modern cutting.

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**WETMORE
PORTABLE
GRAIN AUGERS**

New! Hand Portable



This 4-in. Auger Comes in 12' and 16' Lengths

**One Man Can
Move It Easily
To Any Job!**

Precision Made of
Heavy Gauge Gal-
vanized Tubing
and Heavy Duty
Flighting

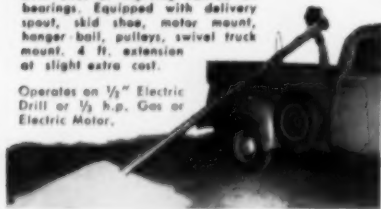
The sturdy new Wetmore Portable works where standard augers can't go

Soon pays its way by loading, unloading and moving wheat, oats, rye, soy beans—all small grains, faster. Outstanding capacity makes the Wetmore Portable ideal for large loading jobs or for moving small amounts of grain.

Built for Long, Hard Service

Both ends of flighting carried on bearings. Equipped with delivery spout, skid shoes, motor mount, hanger ball, pulleys, swivel truck mount, 4 ft. extension at slight extra cost.

Operates on 1/2" Electric Drill or 1/2 h.p. Gas or Electric Motor.



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WETMORE SPEED-LIFT 6" GRAIN AUGERS

In 10', 12', 16', 20' and 30' Lengths.
14 and 16 ga. Galvanized Tubing
Heavy Duty Flighting

Heavy Duty For All Small Grains

Motor Mount takes any make or model.

Variable Speed

**Steel Cut Gears Run In Oil.
Equipped with Ball Bearings.**

Bearings on both ends of auger. Adjustable height. Trailer carriages and truck models available. Be ready for the harvest. Lift your Sales and Profit! Write, Call or Wire for Dealer Plan.

Send For FREE Literature, Today!

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WETMORE PULVERIZER & MCHY. CO.
TOKYAWA, OKLAHOMA

ufacturers state. Clearance of discs in transport is 13" in front and 8½" in the rear. Disc bearings are factory-lubricated, sealed, self-aligning ball bearings.

Mounted on anti-friction bearings, wheels are provided with or without 6.70 x 15 pneumatic tires. Two wheel weights on the rear wheel are standard equipment.



J. I. Case Co. Announces New Model "55" Combine

IN ANNOUNCING the new Model "55" Combine, the J. I. Case Co., Racine, Wis., states that it is especially designed for small acreage farmers and irregular field work, yet retains all the efficiency of larger combines. A two-plow tractor is said to provide ample power for the power take-off Model "55".

The channel-type "swing-over" drawbar reduces overall width for transport along lanes, through gates and along highways.

Cutting a five foot swath, the new Case Combine utilizes a sickle speed of 410 strokes per minute. The cutting action is aided by positive reel action. A combination chain and V-belt drive is to assure proper reel rotation. Vertical and horizontal reel adjustments have been provided to handle crop variations.

The header is vertically adjustable from three-fourths of an inch to 26 inches above the ground. Spring-balanced manual lift is standard while hydraulic header lift is optionally available.

From the header the crop is fed to the cylinder in a smooth, un-

broken flow, the manufacturers state. Folded into the center of the feeding auger and flattened by the beater, they continue, the even mat of material is assured thorough threshing by the cylinder. Cylinders for the new "55" are of the rub-bar or spike tooth type.

Since the straw rack, grain pan, and sieves are the same width as the cylinder, balanced design is achieved, the manufacturers point out. This straight-in-line construction is to make possible complete separation of grain and straw as well as thorough cleaning of grain, seed and beans.

Maximum air-lift cleaning efficiency of the Case "55" is attributed to special shielding under the concaves to insure thorough, even distribution of material on the sieves. The straw rack, 93 inches long, is a 4-section "bottom bouncing" single unit type for extra separating capacity. The long travel behind the cylinder is to make possible the high degree of separation. A new adjustable metal check flap directly over the front straw rack section aids the beater

in depositing material onto the front of the rack for most efficient separation. Adding to overall threshing and cleaning efficiency, the new type cleaning shoe is said to have an extra long stroke for increased capacity and thorough cleaning action.

New Deming Irrigation Pump Bulletin Available

A NEW BULLETIN describing the complete line of Deming pumps for irrigation service is available now from The Deming Co., Salem, Ohio, manufacturer of commercial and industrial pumps and water systems.

The bulletin describes Deming deep well turbines, end section centrifugals, portable centrifugals, and portable self-priming centrifugal pumps with capacities up to 3,500 gallons per minute. Most models are available skid mounted or on rubber tired mounts equipped with gasoline engine.

The bulletin gives tables for determining: the amount of water needed; how often to irrigate; when to irrigate and rate of application; friction loss of water in pipe; and equations required for determining other factors related to proper pump use and selection.

MM Introduces New UO Wheel-type Disc Harrow

A NEW WHEEL-TYPE disc harrow in 9', 10', 11', 12' sizes is announced for 1955 by Minneapolis-Moline Co., Minneapolis, Minn.

The new model, designated the UO, is a wheel-transported, pull-behind disc harrow built on a rigid, welded and bolted steel frame. The drawbar gives equal distribution of pull over the whole frame, and is braced laterally to withstand strains on sharp turns.



To fit all makes and models of farm tractors, the MM UO has a

flexible clevis-and-pin hitch.

Wheels for 6.70 x 15 pneumatic tires are standard equipment. Hydraulic lifting mechanism only is provided.

Front and rear gangs have separate angular and lateral adjustments. Angular adjustments are from 15 to 25 degrees. Front gangs can be adjusted laterally $\frac{3}{4}$ ", and rear gangs $3\frac{1}{2}$ ".

Leveling is provided by a hand crank and screw at the point of hitch. Front and rear gangs also can be set to cut at different depths. Discs are either 18" or 20".

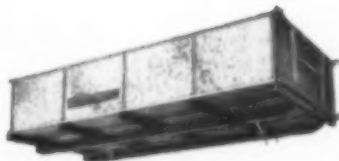
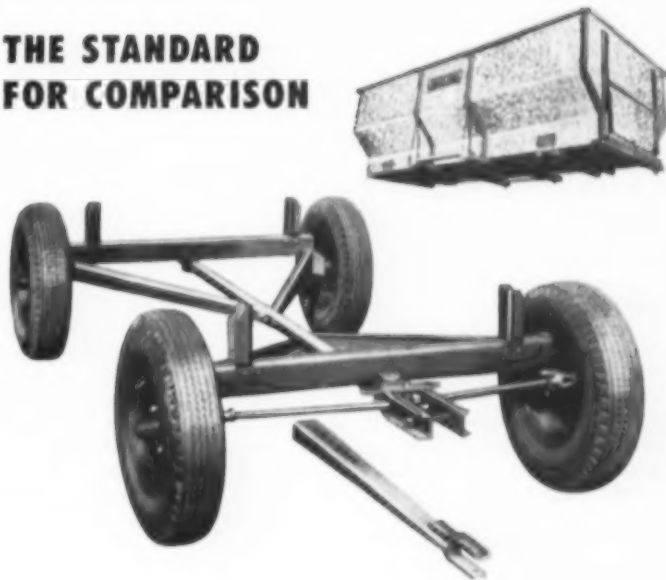
Weight pans are special equipment, but scraper attachments and trailer hitches for drag harrows are standard.

The different angle adjustments and disc settings permit the following widths of cut for each harrow size: (listed respectively as to size; maximum angle, discs set in—set out; minimum angle, discs set in—set out) 9' cut 28 disc, 8'7"—9'1", 8'10"—9'4"; 10' cut 32 disc, 9'8"—10'2", 9'11"—10'5"; 11' cut 36 disc, 10'9"—11'3", 11'0"—11'6"; 12' cut 40 disc, 11'10"—12'4", and 12'1"—12'7".

ELECTRIC

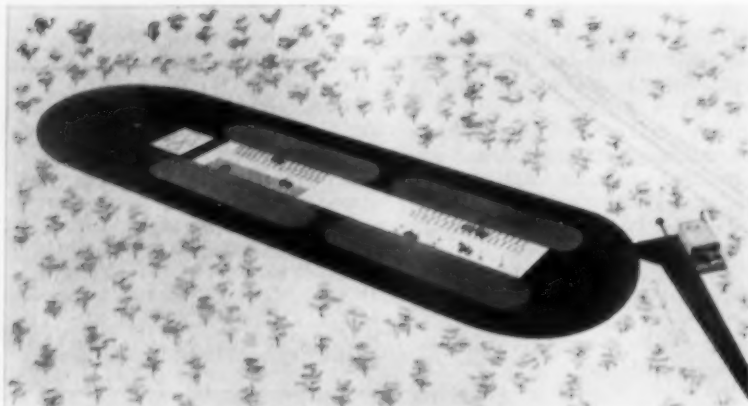
America's Leading Wagons and Wagon Boxes

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Over the years, the ideal combination: ELECTRIC wagons and wagon boxes. Write us for the name of your distributor.

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Shown above is an artist's conception of Ford's proposed Evaluation Center for farm equipment. The center consists of a 1/3 measured mile asphalt test track, four "torture" courses, plus areas for a variety of other tests

Ford Tractor Division to Construct Evaluation Center for Farm Equipment

A UNIQUE outdoor Evaluation Center for tractors and farm equipment, combining the best features of automobile test tracks and present farm equipment laboratories, will be built by Tractor and Implement Division, Ford Motor Company, it was announced recently.

Merritt D. Hill, Division assistant general manager, said the Evaluation Center will be located on a four-acre wooded plot at the Division general offices, 2500 East Maple Road, Birmingham, Michigan.

Mr. Hill said survey work is underway with construction scheduled to start about mid-April and to be completed about mid-July.

Raymond J. Miller, manager of the Division's general engineering department, said the Tractor and Implement Division has drawn on Ford experience in the testing of automobiles to design the Evaluation Center for farm machinery.

The compact Center will have four "torture" courses inside a one-third mile oval test track where engineers will be able to put experimental and production tractors and farm equipment through intensive tests simulating field conditions.

The four torture courses will include an obstacle course and hydraulic testing area, a "rumble" course, and two "pitch and twist" courses. At one end of the test track will be a heavy pole imbedded in concrete to which

tractors may be "tethered" for continuous driverless running to test tractor endurance and performance.

The Center is so designed that a truck equipped with electronic recording devices will be able to follow tractors and farm equipment through the torture courses to evaluate performance, it was announced.

Miller said the Evaluation Center will perform three major functions: aid in developing new products; evaluate performance and economy of production models, and compare Ford farm equipment with competitive makes.

"The Center will permit us to design and develop rugged, efficient, economical tractors and equipment much more quickly than would be possible with laboratory and field testing alone," Miller said.

"For example, we will be able to put a pilot model tractor through months or even years of testing in a matter of weeks. Using electronic testing equipment, we will be able to determine weak points in design before breakdowns occur, and will be able to forecast the life-expectancy of the machines.

"Thus," Miller said, "we will be able to correct designs and eliminate troubles before field testing is begun."

The Tractor and Implement Division, set up as Ford's first completely integrated Division in January, 1954, is said to have the

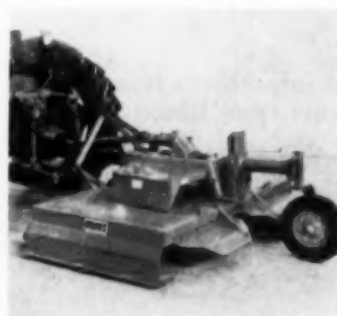
world's first Engineering and Research Center for farm machinery, where tractor, implement and industrial equipment engineers work side by side developing and testing tractors and equipment. The Division also conducts extensive field testing of equipment on the 3,000-acre Ford farm system in the Detroit area, and at other farms throughout the nation.

Wood Introduces New Rotary Mower-Shredders

MODEL M80 is announced in the new rotary cutter and mower line of Wood Brothers Manufacturing Co., Oregon, Ill.

This model (shown) shreds an 80" swath and is made to mount on the Harvester 200, 300, 400 and International 300 Tractors using Fast-Hitch with adapter, on Oliver 55, John Deere 40, Minneapolis BF, Ford, Ferguson and similar tractors.

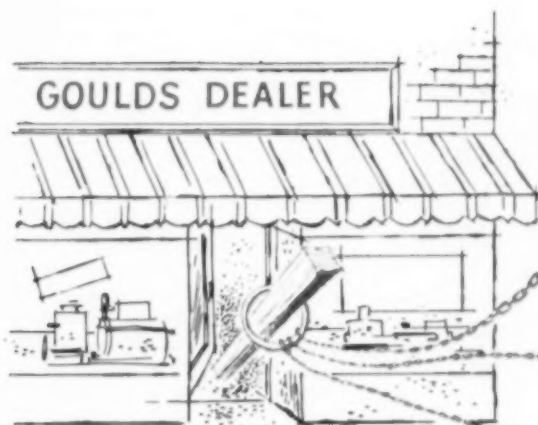
The Model M80 is equipped with new side skids. They are adjustable in height, are said to be formed so that they will not scalp while turning and are made to eliminate scalping during the mowing of pastures, parks, lawns, etc.



The company makes 11 other models of rotary mower-shredders in swaths from 42" to 114". Model 114 has three cutter spindles and cuts a full 114" swath. This model features crank height adjustment, thrust bearing on the parking jack for easy operation, idler pulleys to assure even belt tension, and a deeper frame. According to the manufacturers, three- to four-plow tractors can handle this mower and it may be used for all mowing and shredding jobs where a machine with large capacity is needed.

A new catalog containing complete information on the M80, 114, and other models is available.

**Guess
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the business?**



It's easy to trap the lion's share of the pump business in any town — when you have the big GOULDS line to sell. To begin with, folks know that Goulds means quality—our 107 years' pump experience and steady national advertising have seen to that! And—you sell more with Goulds because . . .

GOULDS GIVES YOU MORE TO SELL

The outstanding pump values in the field — backed up by a complete line of pumps for every purpose — mean plenty of happy sales-hunting for the Goulds dealer. Goulds helps you sell too — with the most comprehensive promotion program in the pump industry. See your Goulds distributor . . . get the facts that will help you get the pump business in your town this year . . .

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Fig. 3680 Goulds Balanced-Flow Jet
The only complete shallow-well water system that needs no tank. Adjusts itself automatically to provide exact flow wanted at one or more taps at the same time, within capacity. Trouble-free, quiet, only one moving part. Costs less to buy . . . less to install.



Fig. 3371 Goulds Multi-Stage Jet
Designed especially for deeper wells (down to 200 ft.) where higher pressures are needed. 2-stage and 3-stage models — sizes up to 1½ H.P. — capacities to 1175 G.P.H. Automatic pressure control valve guarantees maximum capacity at all times.

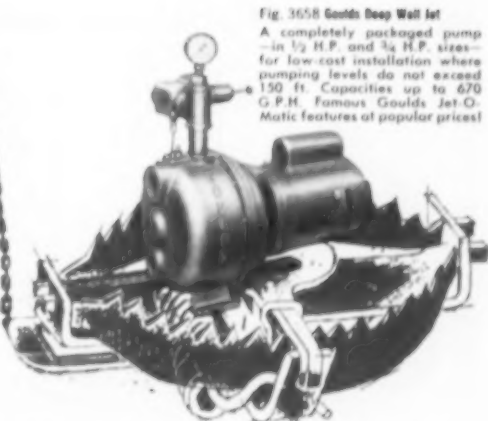


Fig. 3658 Goulds Deep Well Jet
A completely packaged pump — in ½ H.P. and ¾ H.P. sizes — for low-cost installation where pumping levels do not exceed 150 ft. Capacities up to 670 G.P.H. Famous Goulds Jet-O-Matic features at popular prices!

MAY 15 NATIONAL WATER SYSTEMS MONTH

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FOR EVERY FARM AND HOME NEED



MM's New Uni-Harvester Features Crawler Tread

FOR HARVESTING in water-soaked or water-covered fields, a new model of the Minneapolis-Moline Uni-Harvester with crawler tread, in place of the standard two front drive wheels with tires, is announced by W. C. Mac Farlane, president and general manager of

the Minneapolis, Minn., firm.

The crawler traction on this new Uni-Harvester is provided by two front drive tracks, each 16" wide and having contact with the ground for 48 inches, an area of 1536 square inches. The track assembly is 60" at the hubs.

Floatation is excellent, according to engineers' studies of the relation of Uni-Harvester weight to track

surface, with only 5.25 pounds of pressure per square inch of crawler tread, the manufacturers state.

Power steering is standard on all the Uni-Harvestors with the new crawler tracks. The rear steering wheel is similar to that on the standard Uni-Harvester, with a 7.50 x 18 pneumatic tire.

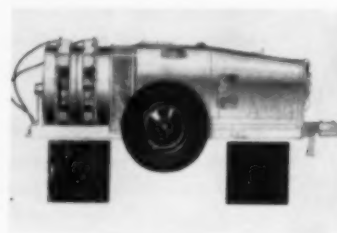
Myers Sprayers Treated with New Coating Process

A NEW COATING process which the manufacturers expect to more than double the life of power sprayer tanks by preventing premature "rusting out" has been developed by The F. E. Myers & Bro. Co., Ashland, Ohio.

Myers manufactures power and hand sprayers for insect, pest and weed control and liquid fertilization.

This new process, which bonds a tough, impenetrable coating to sheet metal, will be used on the tanks of all larger models of Myers Power Sprayers. Other sheet metal parts, such as radiator hoods and engine covers, also will be treated. The first sprayers using the new process are scheduled to appear on the market this spring.

No price changes will be made on Myers Sprayers as a result of the improved sprayer tanks, according to company officials.



In discussing the new coating process, the manufacturers stated that it is the result of a study by Myers of bonding methods used in other industries as well as tests on various types of coating to find a combination which would successfully retard corrosive action on sprayer tanks by adverse weather conditions and spray chemicals.

Hundreds of tests, they continue, have been run by their engineers on sheet metal treated with the new process. In one test, treated metal panels were scratched and immersed in a salt brine solution for over a year. According to the



MILKING MACHINE REPLACEMENT PARTS

3R FOR PERFECTION RITE WAY SEARS ANDERSON CLEAN LAST HOLZ JENSEN	RS FOR RITE WAY SEARS WARDS NATIONAL	2SU FOR SURGE	3SU FOR SURGE	176 FOR EMPIRE MIL-CORPUS DEERING ANDERSON WOODS	83 FOR MIL-CORPUS DEERING EMPIRE	81 FOR PERFECTION MIL-CORPUS SEARS MIL-CORPUS	2M FOR MARLOW CONDE
8R FOR CONDE	13R FOR CONDE MARLOW	426 FOR HARRIS CHROME DAY MARLOW	05D FOR DE LAVAL MIL-CORPUS MIL-CORPUS	08D FOR DE LAVAL MIL-CORPUS MIL-CORPUS	09D FOR DE LAVAL MIL-CORPUS MIL-CORPUS	6M FOR UNIVERSAL DE LAVAL MIL-CORPUS MIL-CORPUS	6S FOR UNIVERSAL MIL-CORPUS MIL-CORPUS

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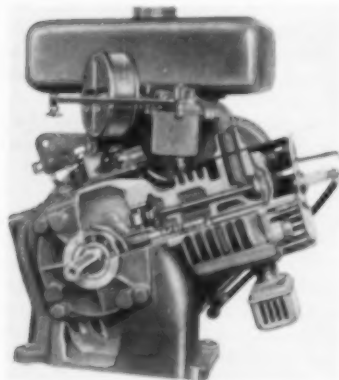
report, the only rust on the panels after a year's time was in the thin scratch where the bare metal was exposed. The coating was said to successfully prevent the rust from creeping under the paint and loosening it. In the accompanying photo, the panel on the right was treated with the new process and was reported to show no adverse effect from the salt brine, while conventional paint on left panel has loosened and flaked off, leaving bare metal exposed and subject to rusting.

Other panels were tested by immersing them in various spray chemicals which have been known to cause severe corrosive or solvent action on spray tanks. A number of different liquid fertilizers also were tested. The panels were said to show no indication of paint softening or loosening from the action of these chemicals. The solvents for spray chemicals, which have caused severe damage to ordinarily painted sprayer tanks, had no effect on the new coating for Myers sprayer tanks, according to the manufacturers.

Another advantage of the new process, they add, showed that severe blows which will dent or crumple a sprayer tank will not break the coating and expose the bare metal to further damage.

Continental Announces 1955 AU Series Engines

IMPROVED performance characteristics, high dependability, and compactness are featured in the



AU series of heavy-duty air-cooled engines now in production for 1955, according to Continental Motors Corp., 12800 Kercheval Ave., Detroit 15, Mich. The line is

said to include the lowest-silhouette power plant of its type at the 3-h.p. level—the 13 $\frac{1}{2}$ " high Model AU85.

Refinements include new shell-moulded intake manifold and ports; Carter center-bowl type carburetor which is said to improve performance and also to permit engine operation at extreme tilt angles; larger-diameter intake valve, and higher cooling capacity.

Continental states that it now has available an automatic ignition cut-off which stops the engine if the level of the lubricating oil falls

below a safe operating level. AU series models are available now for operation on kerosene.

Improvement in the recoil starter does away with the need of meshing gears, according to the manufacturers. The starter assembly now grips the outside of a nut on the end of the engine crankshaft.

The patented "Context" ignition system, in which breaker points and condenser are mounted outside the crankcase under a quick-re-movable cap, remains available as optional equipment on all models in 1955.

THE COOK LINE YOUR BEST BUY priced to sell with a nice PROFIT FOR YOU!

SUBMERSIBLE

No finer pump was ever offered. No pit or pump house required. Pump and motor one complete assembly is installed in well. Noiseless, invisible and lubrication-free. Capacities to 1650 g.p.h. Pumping depths to 1000 ft. 1/2 to 3 H.P. sizes.



MODEL "CX"

Popular low-cost jet-type shallow or deep well water system. Capacities to 940 g.p.h. Pumping depths to 80 ft. Available in 1/2 and 1/3 H.P. sizes.



MODELS "ED" and "ES"

Injector type water system for shallow and deep wells. Capacities to 1800 g.p.h. Pumping depths to 120 ft. Available in 1/4 to 1 H.P. sizes.



MODEL "CHB"

A high-powered jet-type shallow and deep well water system. Capacities to 1280 g.p.h. from depths down to 120 ft. Available in 1/4, 1/3, 1/2, 3/4 and 1 H.P. sizes.



MODEL "LS"

Reciprocating type deep well water system. Capacities to 550 g.p.h. Pumping depths down to 320 feet.



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COOK WATER SYSTEMS

Dept. SH-555

• Davenport, Iowa

Manufactured by Red Jacket Manufacturing Co., Davenport, Iowa

I ALWAYS NEED PLENTY OF WATER



So Check Your Supply of

DAISY HOG WATERERS!



As Advertised in The Progressive Farmer

You can always depend on Daisy Hog and Poultry Waterers for fast turnover, nice profits and year-round sales! Keep a good supply on hand at all times and display one or two on your floor. Your suggestion will usually close a sale. Five models for barrel, tank or pressure system. Daisy Waterers are also available with heater attachments for winter. Write for the name of your nearest distributor who handles the Daisy Line—the first name in waterers for over 45 years!

QUINN WIRE AND IRON WORKS
DEPT. 1843 BOONE, IOWA

Ford Tractor Announces Bushmiae Appointment

APPOINTMENT of Fred G. Bushmiae as business management manager of the southeastern regional sales office of the Tractor and Implement Division, Ford Motor Co., Birmingham, Mich., was announced recently by Robert E. Holsaple, regional sales manager.

Bushmiae will direct all busi-



Fred G. Bushmiae

Teamwork with Farmer Builds Added Profits

(Continued from page 110)

chinery and service. And we feel that making the farmer feel that this is his very own farm implement store has a powerful effect on sales and profits.

We picked our very name to make the farmer feel at home in both of our places: Farm Implement Co. It has a simplicity the farmer can understand.

Then we've had our farmer customers well in mind when we set up displays. We believe in displaying what we sell, from parts to home freezer supplies to cotton pickers. We try to make the floor a real sales floor, where the farmer sells himself—where he picks out what he wants by seeing it.

A farmer is always looking around for what he wants. On major purchases, he usually knows six months ahead what he wants, but he looks around for it.

We cater to this trait by having what he wants right where he can see it for weeks or months before



Company's repair service operates 24 hours a day

ness management activities for the Tractor & Implement Division through the seven distributors operating in the southeastern region, and their more than 500 dealers in 13 southeastern states and Cuba.

Before joining Ford, Bushmiae was employed by Commercial Credit Corp. since 1936. He was Atlanta branch manager for the past six years.

A native of Arkansas, Bushmiae has lived in Georgia since 1940. He and his family live at 2508 North Druid Hills Road.

he buys. He comes in, maybe again and again. And then he buys at the very last moment. He and his neighbors bought those seven cotton pickers almost the same day. And they'll do something similar again. But that's all right with us. We've sold some of our customers several cotton pickers.

We like to sell a cotton picker because one picker proves its saving to the user. The labor he saves on it pays for the machine, and for the next one he buys. Last year we sold 34 cotton pickers. We expect several of the customers to repeat with additional pickers.

Keeping close touch with cotton picker buyers is part of our sales program. The picker must operate efficiently. So we keep in touch with the user, and offer him the very best repair service.

Our repair service operates 24 hours a day. During the critical work season it is not unusual for a farmer to need help at midnight. He has the telephone number that will connect him with one of our mechanics who will get out of bed and supply him with the needed part and service.

Farmers have learned that they can turn to us at any time when they need our help. We've sold a lot of home freezers in our territory. A year or so ago an unusually severe sleet storm caused breaks in the power line, and many freezers stocked with valuable meats went dead. Every one of the customers who had bought freezers from us called on us for help. And we did not fail them. We plugged in freezers on the floor, or let the farmer bring his own freezer here to plug into our own power line. We filled our own freezers with some of our customers' products, and held them until the power

went on again.

Here was another opportunity for us to make the farmer feel that he has a sort of partnership with us. The extra service we gave in emergency had a decided effect on home freezer sales. The farmer had learned, and his neighbors with him, that we are interested in our customers.

We use that idea of partnership in our own organization. The sales force shares in profits. At the end of every year we prorate a percentage of our net profit among them.

Our two buildings were planned to be attractive to the customers and to aid us in serving them best. At Helena, we are able to maintain a fairly attractive sales floor at all times because we have reserved this space for sales and display. A warehouse, in another part of the city, where we store out-of-season machinery and large parts, is a big aid in keeping the main building in attractive condition. We want it attractive because we are eager to ring the bell with the farmer who is still in the "looking-around" stage.

The second sales-and-service building at Walnut Corner, about 10 miles west of Helena, enables us to give faster, better service to farmers in that area. Those two sales-and-service centers employ 22 people. All of them are well acquainted with the three words upon which we base our sales and operation tactics—teamwork with the farmer.

Wisconsin Motor Corp. Announces Promotions

A NUMBER of advancements have been announced by H. A. Todd, president of Wisconsin Motor



Phil Norton

He's Your Best Salesman...



and the ROTO-SPEED'S, too

He's the man who *uses* the equipment you sell. When it does a top-notch job for him, he spreads the good word. Others hear and *they buy*.

Week in, week out, thousands of users tell their neighbors about the merits of the Roto-Speed. They believe it is the best rotary cutter on the market, and say so. That's why dealers from coast to coast say, "Selling Roto-Speeds is good business".

3 leaders of the Fast Selling

ROTO-SPEED LINE

There's one just right for your customer's farm and tractor. All will cut stalks, mow pastures and clear land ... fast.



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Georgia Tractor Co. Names L. S. Devoe to Sales Post

L. S. DEVOE, long-time veteran leader in the farm equipment industry, has become associated with the Georgia Tractor and Implement Co., Atlanta, Ga., according to a recent announcement by John Suhr, vice-president and general manager. The company is Ferguson distributor for parts of Georgia and Alabama.



L. S. Devoe

Corp., Milwaukee, Wis., manufacturers of heavy-duty air-cooled engines.

Phil Norton, vice-president in charge of sales since 1950, has been appointed executive vice-president. Norton has been with Wisconsin since 1924 and in the sales division since 1930. He is a member of the Sales Executives' Club of Milwaukee and various national trade organizations.

F. B. Esty has been advanced to chief engineer after serving as assistant chief engineer since joining the company in 1948.

Ralph Switzer, who has been appointed director of research and development engineering, has been with Wisconsin Motor since 1928.

Miss Ann M. Crantz, for many years secretary to the president, has been named assistant secretary of the corporation.

and conversions can be made by the farmer himself quickly and easily, the manufacturers state. Included among them are the No. 4240, a 2-3 bottom pull-type model, and the No. 3240, a 2-3 bottom plow that fits 3-point tractor hitches.

Chief advantage of this two-way convertibility is said to be matching the plow to changing field conditions and to the power the farmer uses. He can add a third bottom to the basic two-bottom unit, or vice versa. Also, he can change furrow width—set it to cut 12, 14 or 16 inches.

Widely known throughout the Southeast where he served for 15 years, Mr. Devoe had been associated with the industry for a total of 38 years until his retirement a few months ago. Following a six months rest, during which time he and Mrs. Devoe travelled extensively throughout the nation, Mr. Devoe decided to become active again.

As sales promotion manager for the company, Mr. Devoe will be concerned primarily with establishing new dealers for the company throughout its area of distribution.

Oliver Introduces New Line of Plows

THE OLIVER CORP., Chicago, Ill., is introducing a new line of mold-board plows that are convertible in both size and furrow-cutting width.

They are the truss frame type,



FULLY GUARANTEED
AS TO QUALITY, FIT, AND FINISH!

STAR

SERVICE SHARES



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog.

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DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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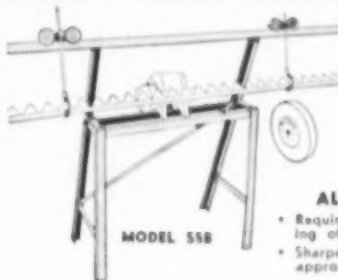
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New! WISSOTA

SHARPENERS FOR FARM AND FARM SERVICE SHOP!



Faster, Safer, More
Accurate Grinding
Of Sickle Sections

Price Is Low!

ALL NEW MODEL SSB

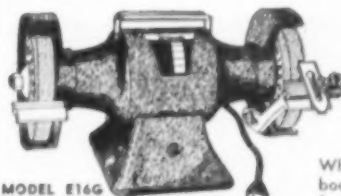
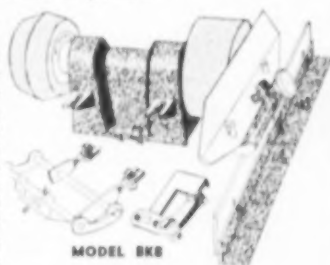
- Requires no clamping or reclamping of each section.
- Sharpens a 7 foot section safely in approximately 5 minutes.

Section Bar is not rigidly clamped down and free movement allows operator to give feather-light pressure to any edges needing special attention. Sensitive control avoids heat producing friction and is safer for thin, highly tempered sections.

SICKLE GRINDING ATTACHMENT (SH9) is also sold separately—consists of top rails with rollers, supporting brackets and can be fitted over all belt-driven grinders.

ALL NEW MODEL BK8

Forage Harvester Blades as well as Mowing Machine Sections, Ensilage and Baler Knives, Axes, Shovels, Picks and All Small Tools are safely sharpened on the new Model BK8. . . Also includes Sickle Cone and Holder. The Harvester and Ensilage Knife Grinding Attachment Model K8A is also sold separately—includes Cup Wheel—Knife Holder and Guide Rails. . . Will fit on SSB frame and may be used with any conventional bench mounted grinder.



NEW! ELECTRIC TOOL GRINDER

- Heavy Duty 1/4 H.P. Motor
- Small (4 5/8") Diameter Motor

MODEL E16G

Wheels project beyond motor body to allow easy access to front of grinding wheels. Ball bearing construction. Fully vitrified, tested, full 3/4" wide wheels are safer for good tools and the operator. Chisel grinding attachment is regular equipment.

A Full Line of Belt Driven Sickle and Tool Grinders!

**A COMPLETE LINE OF FULLY VITRIFIED ABRASIVE WHEELS
AND SICKLE CONES MADE IN OUR MODERN WHEEL PLANT!**

MADE IN OUR OWN PLANT!



Wissota Wheels and Sickle Cones are made of the best, sharp abrasive grains fully vitrified in high temperature kilns, accurately dressed and carefully tested. Don't spoil customers' tools on poor grade grinding wheels. Give them the finest and newest in tool grinder developments.

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JOBBER**
or write today for
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make more profit selling
DEMPSTER WATER SYSTEMS
 by offering both...

- **Higher Capacity**
- **Lower Cost**



You can always depend on Dempster to keep Dempster Water System Dealers ahead of competition—both in performance and price. That's why Dempster now offers a choice of two Convert-o-jet models—the popular new water systems that are *instantly convertible* from shallow well to deep well operation.

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This further choice of a water system that already has dual purpose makes it certain that you can meet every requirement of your customers. For those whose needs are not filled by the Convert-o-jet, Dempster's complete line of famous water systems is sure to have an answer.

NEW
DEMPSTER
Convert-o-jet

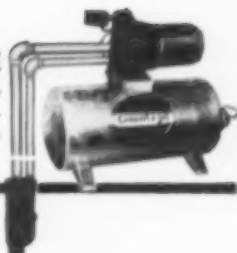
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Powerful $\frac{1}{2}$ H.P. only \$134⁵⁰
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retail list —
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Completely CONVERTIBLE

Dempster Convert-o-jet can be quickly changed from shallow to deep well operation. Everything, except the pipe is furnished.



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DEMPSTER MILL MFG. CO.

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Branches and Warehouses: Omaha, Nebr.; Kansas City, Mo.; Sioux Falls, S. D.; Denver, Colo.; Amarillo, Tex.; Oklahoma City, Okla.; San Antonio, Tex.; Des Moines, Iowa.

Here's the kind of extraordinary performance that SELLS

NEW IDEA MOWERS



1.

This farmer had his mower hitched and into the field in a matter of minutes. The full trailing mower, like the semi-mounted model, is quiet, smooth running and trails perfectly. Notice how evenly it cuts through the stand of thick alfalfa.

It's easy to cut clean square corners

A New Idea mower doesn't have to circle, backtrack or make figure eights to cut a square corner. The tractor is simply driven into a normal right hand turn as it clears the end of the swath (Fig. 1). The mower leaves the last few feet of the swath uncut when it follows the tractor into the turn. As the mower follows the new direction of the tractor, the cutter bar swings back, cuts the narrow strip that was left from the last swath, and continues on (Figs. 2 and 3). Just like that—the farmer has a clean, square corner and is on his way.

Full trailing type . . . or semi-mounted

New Idea offers a choice of two excellent mowers designed to give smooth, faster mowing in today's heavier stands of grasses, legumes and mixtures. A needle roller bearing is used on the pitman head of each mower. All gears are enclosed—moving parts are easy to adjust. Drives shielded for safety and the trailing cutter bar gives the operator time to stop before hitting hidden obstructions.

New Idea mowers have the advantages and give the kind of performance all farmers want—truly extraordinary.



2.

Exclusive equalizer arm and swivel bearing prevent binding, chattering or freezing of universal joints as the mower completes a square corner . . . saves time, lessens wear. Available with mechanical or hydraulic lift.



3.

The semi-mounted model is designed for farmers who prefer a compact close-in mower. Available with hydraulic control or spring-assisted lever that can be quickly converted to hydraulic operation. Fits practically any tractor with power take-off.

NEW IDEA

FARM EQUIPMENT COMPANY
COLDWATER, OHIO, U. S. A.

Division **AVCO**
Distributing Corporation



Better machines
for better
farming since 1899

*Not a Luxury
but a Necessity*

Red Devil PAINT CONDITIONERS

"Tube System" Paints

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Absolutely Safe

Red Devil's EXCLUSIVE, patented, positive-action clamp grips can firmly by the ends—rather than by the sides—seals lid in place during entire shaking action.

Guaranteed

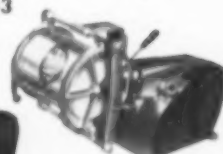
Red Devil Paint Conditioners are guaranteed to mix paint perfectly. They are guaranteed against defects in parts or workmanship. Within one year of purchase Red Devil will repair or replace, without charge, any part or parts determined to be defective.

The Industry's Biggest—Fastest Seller Red Devil No. 30 Paint Conditioner

Capacity: 16, 20 or 1 gal.
Motor: 1/2 HP, 60 cycle,
110 volt AC.
Oscillation: 1150 per min.
Timer: automatic, integral
Shake—30 sec. to 15 min.
Accessories Available: Ped-
estal base, Pedestal base
with feet, Counter base,
Square can adapter, Four
can adapter.



Red Devil NO. 33 PAINT CONDITIONER



For up to 5 gallon cans

Comes with adapter for shaking
FOUR ONE GALLON CANS IN CARTON—
speeds service—up to 4 times as fast.

Capacity: Up to 5 gallons, U. S. Standard.
Oscillation: Patented triple three-way action.
Motor: 1/2 HP, 60 cycles, 100 volts AC (other
currents and explosion proof motor available).
Operating Space: 15 1/2" x 39".
Standard Attachment: 2 gallon, odd size adapters.

Also Available:

No. 31 Portable Paint Mixers

3 models available to fit up to 5, 30 and 55 gallon drums.



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King Levee Disc Harrow, with Ingersoll Dura-Notch discs, building levees in Arkansas rice field.



Athens Model F 16/22 Harrow discing cornstalk land with Ingersoll Dura-Notch discs.

Building Rice Field Levees...

Discing Corn Stalks...

Plowing Cotton Fields...



Cotton field plowing with Allis-Chalmers WD-45 Tractor and No. 40 Disc Plow equipped with Ingersoll Dura-Notch discs.

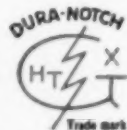
Patented Ingersoll **DURA-NOTCH** DISCS are right for the job

When a tillage job calls for cut-out discs, you can be sure it will be done *right* with Ingersoll Dura-Notch discs! That's because Dura-Notch discs are tougher, longer-lasting—more than a match for hardest field use.

And the big difference is in the notch itself! In Dura-Notch discs, the cut-outs are made by a revolutionary *patented* Ingersoll method that gives a sharp, keen-cutting edge *without grinding the notch*! So the notch is naturally stronger, and the whole disc more resistant to impact and shock.

In fact, Dura-Notch discs have stood up—*without failure*—under as many as 100 blows from a 200-lb. test hammer dropped on their edges from 40 inches! And here's something else to remember, Dura-Notch discs are made only by Ingersoll—to your own implement maker's specifications. So to be sure you get the genuine, order all your replacement discs direct from your implement maker. It's the *only* way you can get them!

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